

it should be 24  
Customers Request 2

YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
ORDER HEREWITH ENCLOSED.  
GENTLEMEN:-  
PER ATTACHED  
OF IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

GRANUCCI HARDWARE CO.,  
SAN FRANCISCO, CALIF.

NO. D-586

ORDER NO. 43065

DATE 1-14-1930

12 M 500 BLOTTERS SIZE 3 1-2 X 6 1-4"

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

TITLE (IN FULL)

AS PER LAYOUT

GRANUCCI-HARDWARE-CO.

SOLE-DISTRIBUTORS

643 FRONT ST. ~ SAN FRANCISCO.

(ETC. AS PER LAYOUT)

FRONT NO.

IMPRINT

C.T. D-586

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

COLORS & INSTRUCTIONS AS PER COPY ATTACHED.

ROOF

TRIMMINGS

FILE

PHOTO PROPERTY OF C. T. & Co.-CUSTOMER

LV

COMPLETED

SIGN HERE

X ADV

WANTED  
RETURNED TO  
BANK BY THE  
HANS CLEVER  
SUBMIT TO OFFICE

3-7







GENTLEMEN: WE ACKNOWLEDGE WITH THANKS AND APPRECIATION THE PER ATTACHED SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS, ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED WITHIN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK. YOUR ORDER AS MEMORANDUM

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

ORDER NO. 41760

DATE 11-23-1929

24 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE

TITLE (IN FULL) BEAUTIFUL WASHINGTON, DC  
THE  
NATION'S CAPITAL.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

IMPRINT SAME AS ABOVE

R.M.

**COLOR DESCRIPTION**

SEE

REMARKS

## BUILDINGS

TITLE TO BE IN RED & DIFFERENT IN STYLE FROM LETTERING  
ON COVER NO. 1281.

ROOF

USE PHOTO NO. D-24.

## TRIMMINGS

B.S. REYNOLDS CO.,  
WASHINGTON, D.C.

NO. 9-507

ORDER No. 41760

DATE 11-23-1929

24 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE

TITLE (IN FULL) WASHINGTON MONUMENT AND  
CHERRY BLOSSOMS.

(C) E. L. GRANDALL

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No.

IMPRINT    MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

COLOR DESCRIPTION

SEE

REMARKS

BUILdings

USE PHOTO NO. 101836.

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

SIGN HERE

ADV



PLATE NO

A R B N

DATE

LV

CURT TEICH & COMPANY  
PHOTO ENVELOPE

ADV

ORDER NO.

SHEET NO.

PHOTO SHEET NO. 479

- ☐ WHITE BORDER  
☐ FULL FACE  
☐ GLAZED  
☐ STIPPLED

NAME

ADDRESS

NO. A-101836

ORDER NO. 4248

ENVELOPES

BUSINESS CARDS

LETTER HEADS

INSTRUCTIONS FOR OFFICE

NO. \_\_\_\_\_ PRICE PER M. \_\_\_\_\_  
NO. \_\_\_\_\_ TERMS \_\_\_\_\_  
IN THIS ORDER \_\_\_\_\_ DATING \_\_\_\_\_  
MATTER \_\_\_\_\_ SALESMAN \_\_\_\_\_  
HED PHOTO \_\_\_\_\_ ALLOWANCE FOR PHOTO \$ \_\_\_\_\_  
ND WHITE PROOF \_\_\_\_\_ CREDIT CUSTOMER WITH \$ \_\_\_\_\_  
COVER PROOF \_\_\_\_\_ CHARGE FOR HAND COL'D PROOF \$ \_\_\_\_\_  
OLORED PROOF \_\_\_\_\_ " " GROUPING \$ \_\_\_\_\_  
" " DESIGN, ARTWORK \$ \_\_\_\_\_  
DESCRIPTION \_\_\_\_\_  
TO CUSTOMER \_\_\_\_\_  
☐ PHOTO PROP. OF CURT TEICH & CO.  
☐ " " " CUSTOMER

MEMORANDA

YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCURACY  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREIN ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
AND RETURN THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.  
GENTLEMEN  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
AND RETURN THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

B.S. REYNOLDS CO.,  
1202 D ST., NORTHWEST,  
WASHINGTON, D.C.

DATE 12-3-24

20 M AMERICAN ART

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE LOWER BORDER

TITLE (IN FULL)

WASHINGTON MONUMENT AND CHERRY  
BLOSSOMS, WASHINGTON, D.C.

IN PLAGE- (C) E.L. GRANDALL.

COLOR DESCRIPTION

SEE TISSUE ATTACHED TO PHOTO.

BUILDINGS

ROOF

TRIMMINGS

FRONT NO. 22

IMPRINT

PUBLISHED BY (AS ABOVE)

(R.M.) SAME AS 88346

REMARKS

*in D-463*

COMPLETED

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV X

PHOTO-LITHO

LITHOGRAPHING

PRINTING ETC. D'P.

BINDING SHIPP'G

TAKE OUT

PUT IN

BRING OUT

CLEAN

☐ REPRODUCE WITHIN LINES

☐ SUBMIT RETOUCED PHOTO  
TOGETHER WITH MORE

Size 3 3-16x5 3-16 Am. Art  
" 3 1/2x5 1/2 Full Face  
" 2 1/2x3 1/2 Baby  
" 1 13-16x3 1-16 Miniature

Half-tone Cut  
Line Cut  
Line and Half-tone Combination  
Screen 150

Copies  
Square With Line  
Outline Vignette  
Ben Day

Block Flush All Around  
" Top and Bottom  
" Sides Only

Anchor  
Bevel All Around  
" Top and Bottom  
" Sides only

Reproduce Within Lines

Envelope No. 6 1/4

" No. 10

Letterhead, small

" large

Blotters, small

" large

Doubletone, White Border

" Full Face

Folder Cover, Large

" Baby

Book Cover

P. C. Booklet Cover

Artgravure View Books

Colored

Size

Copies

Dummy

Square

" With Line

Outline

Sample

Submit Proof

FOR COLORS SEE ENCLOSED

BUILDINGS

ROOFS

TRIM'S

☐ SUBMIT HANDCOLORED PROOF  
TOGETHER WITH MORE

NO. OF PROOFS  
PROOFS WITH TITLE

☐ BINDING MARGIN

☐ EMBOSHING

☐ SCORING

☐ PERFORATING

☐ GORDON

☐ BRONZING

☐ TAKE OFF  
AFTER M. ARE RUN

☐ BINDING

☐ EMBOSHING

☐ STITCHING

☐ SCORING

☐ PERFORATING

☐ FINISH STIPPLED

☐ " GLAZED

☐ " PHOTO-FINISH

PACKING

☐ SHIP PARCEL POST

☐ " EXPRESS

☐ " FREIGHT

☐ " AT ONCE

☐ " WITH ORDER NO.



VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY C.W.HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

DATE 11-26-1929

12M FOLDER COVERS XXXXXXXXXX

FRONT.

PLACE OF TITLE

TITLE (IN FULL)

TITLE (IN FULL) SOUVENIR FOLDER OF  
MT. TOM AND HOLYOKE, MASS.  
MT. TOM SUMMIT HOUSE, 1300 FEET ABOVE  
SEA LEVEL.

FRONT NO.

IMPRINT

SAME AS ABOVE

### COLOR DESCRIPTION

SEE

REMARKS

BUILdings

USE PHOTO NO. 81945.

GENTLEMEN:-  
 PER ATTACHED  
 OF YOUR TOTAL  
 IT IS BRITISH  
 ETC. AND RETURN  
 IN SIX DAYS  
 WORK.

WE ACKNOWLEDGE WITH THANKS AND ACCEPT OF  
 SPECIFICATIONS WITH CONDITIONS ON THE  
 SPECIFICATIONS ENCLOSED.

YOUR ORDER AS  
 MEMORANDUM

THESE TITLES AND COLOR DESCRIPTIONS  
 THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS  
 AFFIXED AT ONCE RETURNED  
 WITH THE  
 PROCEED WITH THE  
 INFORMATION CORRECT AND  
 VERY TRULY

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

**O.W. HUGHES & CO., INC.,**  
**MECHANICVILLE, N.Y.**

NO. D-508

ORDER NO. 41860

DATE 11-27-1929

12 M LARGE FOLDER COVERS

BACK

PLACE OF TITLE

TITLE (IN FULL)

TITLE (IN FULL) AEROPLANE VIEW, MT. TOM  
SUMMIT HOUSE.

FRONT NO.

IMPRINT

MADE BY CURT TEICH & CO.,  
CHICAGO, XXX U.S.A.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 2450-29

ROOF

TRIMMINGS.

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

SIGN HERE

ADV

11-29



YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED. THESE TITLES AND COLOR DESCRIPTIONS  
OF IT, AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

U.C.EXPRESS & STORAGE CP.,  
BERKELEY, CALIF.

NO. D-509

ORDER NO. 41799

DATE 11-26-1929

6 M

BLOTTERS SIZE 3 1/2 X 2 5/8"

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE BELOW VIEW

FRONT NO.

TITLE (IN FULL) U.C.EXPRESS & STORAGE CO.  
MOVING - PACKING - SHIPPING  
(ETC. AS PER LAYOUT)

IMPRINT C.T. D-509

COLOR DESCRIPTION

SEE

REMARKS

JAN 13 1930

BUILDINGS COLORS & INSTRUCTIONS AS PER COPIES ATTACHED.

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

X ADV

SIGN HERE

WANTED

RETOUCHED FOTO

BLACK & W. PROOF

HAND COLORED PROOF

SUBMIT TO OFFICE



YOUR ORDER AS  
MEMORANDUM  
ON THE  
CONDITIONS  
HEREWITH ENCLOSED.  
BY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS  
WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
DER THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY C.W. HUGHES & CO.,  
MECHANICVILLE, N.Y.

NO. D-510

ORDER NO. 41833

DATE 11-26-1929

12 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE

FRONT NO.

(ALL OF THIS ON THE ADDRESS SIDE)

TITLE (IN FULL) SOUVENIR FOLDER OF LAKE  
PLACID, THE HEART OF THE ADIRONDACKS,  
N.Y.

IMPRINT

SAME AS ABOVE

R.M.

SIGNAL STATION, SUMMIT OF WHITEFACE  
MT., IN THE ADIRONDACKS.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 86235

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS  
IN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. D-510

ORDER NO. 41833

DATE 11-26-1929

12 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE

FRONT NO.

(ALL OF THIS ON THE ADDRESS SIDE)

TITLE (IN FULL) LAKE PLACID BEAUTY SPOT.

IMPRINT

MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 73048

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & Co.-CUSTOMER

LV

SIGN HERE

DEC 1 0 1929

ADV

11-27  
X



BLUE PRINT O. K. *megi*  
MAY 19 1930

NO. D-511

ORDER NO. 41883

MOUNT EMBLEM CEMETERY ASSN. INC.,  
CHICAGO, ILL.

DATE 11-27-1929

50 M FOLDERS F 2 1-2 -69 SIZE 7 1/2" X 9 5/8" FOLDED TO 3 1/2" X 7"

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE AS PER LAYOUT

FRONT NO.

TITLE (IN FULL) MOUNT EMBLEM CEMETERY  
ASSN. INC., 3234 WEST MADISON  
STREET CHICAGO, ILL.  
(ETC. AS PER LAYOUT)

IMPRINT C.T. D-511

R.M.

COLOR DESCRIPTION SEE

REMARKS

BUILDINGS ARRANGE AS PER DUMMY.

1 VIEW TO BE IN BLACK ONLY.

ROOF

TRIMMINGS

MAR 1930

ADVERTISING

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

COMPLETED

SIGN HERE

YOUR ORDER AS  
MEMORANDUM  
WITH THANKS AND ACCER  
S AND CONDITIONS ON THE  
WITH ENCLOSED.  
THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
WITH THIS INFORMATION CORRECT AND PROCEED WITH THE  
VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

GENTLEMEN:  
PER ATTACHED  
OF IT IS ABSOLUTE  
ETC. AND RETURN  
IN SIX DAYS WE  
WORK.

WANTED

RETouched PHOTO

BLACK & W. PROOF

HAND COLORED PROOF

SUBMIT TO OFFICE



large photo

WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE THE RECEIPT OF YOUR ORDER AS SPECIFIED ON THE ORDER HEREWITH. IT IS ABSOLUTELY NECESSARY THAT YOUR SIGNATURE BE AFFIXED AT ONCE, IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

THE LLOYD-THOMAS CO.,  
CHICAGO, ILLINOIS

DATE 11-27-1929

6 M VIEW CARDS

PLACE OF TITLE FRONT  
TITLE (IN FULL)

(Form 845)

COLOR DESCRIPTION SEE

BUILDINGS

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

NO. D-512

ORDER NO. 41884

14 18 1/4

Picture Size 15 3/8 x 19 3/8

Picture & white border 17 3/8 x 21 3/8

FRONT NO.

IMPRINT

NONE

TITLE- SPIRIT OF '76.

REMARKS

SIGN HERE

ADV

DEC 2 - 1929



3

YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE CORRECT AND PROCEED WITH THE  
WORK.  
GENTLEMEN:-  
PER ATTACHED  
OF YOUR TOTAL  
SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

HOTEL CONGRESS, TUCSON, ARIZONA.		NO. <del>XX</del> 0-513
DATE 11-29-1929		ORDER No. 41894
4 M ARTGRAVURE-GREEN. WHITE BORDER		
<small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>
PLACE OF TITLE LOWER CENTER BORDER	FRONT No. 5	
TITLE (IN FULL) HOTEL CONGRESS, TUCSON, ARIZONA. OPPOSITE SOUTHERN PACIFIC DEPOT.	IMPRINT C.T.	
COLOR DESCRIPTION SEE	REMARKS	
BUILDINGS STRAIGHTEN THE BLDG. BY CUTTING OFF AS MARKED ON PHOTO.		
ROOF TAKE OUT BLDG. & AUTOS ON THE EXTREME LEFT OF PICTURE.		
TRIMMINGS		
PHOTO PROPERTY OF C. T. & CO.-CUSTOMER		
LV	SIGN HERE	DEC 6 1929 X ADV

*For ask m. Knicker  
about P. M.*

**WANTED**  
RETOUCHED FOTO  
BLACK & W. PROOF  
HAND COLORED PROOF  
SUBMIT TO OFFICE

3



TO: MEMORANDUM  
PLACE THESE TITLES AND COLOR DESCRIPTIONS.  
SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
THIS INFORMATION CORRECT AND PROCEED WITH THE  
VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

H.P. HOOD & SONS,  
CHARLESTOWN, MASS.

NO. D-514

ORDER NO. 41921

DATE 11-30-1929

25 M E-2F-92 FOLDERS SIZE 14 X 6 <sup>1</sup>/<sub>2</sub> FOLDED TO 4 6-8 X 6 <sup>1</sup>/<sub>2</sub>

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE AS PER LAYOUT  
TITLE (IN FULL) HOOD'S CERTIFIED MILK  
(ETC. AS PER LAYOUT)

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT No.  
IMPRINT D-514  
R.M.

COLOR DESCRIPTION SEE  
BUILDINGS ARRANGE AS PER LAYOUT ATTACHED.  
ROOF  
TRIMMINGS

PHOTO PROPERTY OF C. T. & Co.-CUSTOMER

LV

SIGN HERE

X ADV

WANTED

RETouched FOTO .....  
BLACK & W. PROOF .....  
HAND COLORED PROOF .....  
SUBMIT TO OFFICE



BLUE PRINT O. K. *H88*

MAY 21 1939

INSTRUCTIONS

INSTRUCTIONS

Subject - H. P. HOOD & SONS, INC., Charlestown, Mass.

ORDER NO. 41921 PLATE NO. D-514

The following corrections should be made and revised hand colored proof submitted to us.

MR. BOCKSTETTE:

Customer is not satisfied with set up on 5th page. See proof.

The brackets you have used are too large and there should be more space between two paragraphs in center of page. The brackets should be only on the one paragraph, as indicated.

MR. SLADEK:

On first page the letter "C" in Certified is too close to the letter "E" and seems to be a trifle smaller. See that this correction is made and new proof submitted.

MR. BUETTNER:

On page 4 the sawdust in the trough behind the cows looks like manure. Smoothen this out and make the same gray as the floor. Also, remember that it is important that the cows on this page be brown and white; no black should show.

On page 5 make baby's sweater and socks pink with blue cushion.

Page 6 is okish with the exception that the cream line in bottle should be of a creamier color.

Please note in envelope the circular of H.P. Hood entitled, "Here's to Health", BOYD's grade A milk. Customer wants the background of his offset circular to have the same color of background used on "Here's to Health" circular. This is sort of an ivory tint color. This background coloring should appear on all pages with the exception of page 1.

On page 4 have the red hands point to the paragraph that has the brackets. You have the hands pointing at the wrong paragraph. In fact, it would be a good idea to lower these hands a little and have them point downward instead straight ahead.

ADVERTISING DEPT.

COMPLETED

MAKEOVER

MAKEOVER

WANTED

RETOUCHED FOTO

BLACK & W. PROOF

HAND COLORED PROOF

SUBMIT TO OFFICE



GENTLEMEN—  
WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE YOUR ORDER AS PER ATTACHED SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O.K. THESE TITLES AND COLOR DESCRIPTIONS, ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED WITHIN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

NO. 0-515  
ORDER NO. 42017

DATE 12-3-1929

12<sup>M</sup> LARGE FOLDER COVERS  
(ALL OF THIS ON THE PICTURE SIDE)

FRONT

PLACE OF TITLE

TITLE (IN FULL) BOULDER  
AND  
GLACIER CIRCLE TRIP  
COLORADO.

FRONT NO.

IMPRINT  
SAME AS ABOVE

R.M.

ROYAL ARCH NEAR CHAUTAUQUA.

BUILDINGS USE PHOTO NO. 29654

ROOF

ARRANGE AS PER LAYOUT ATTACHED.

NO. 0-515  
ORDER NO. 42017

SANBORN SOUVENIR CO.,  
DENVER, COLO.

DATE 12-3-1929

12 M LARGE FOLDER COVERS  
(ALL OF THIS ON THE PICTURE SIDE)

**BACK**

PLACE OF TITLE

TITLE (IN FULL) **IN THE CANYON.**

FRONT NO.

IMPRINT  
MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

R.M.

COLOR DESCRIPTION

BUILDINGS USE PHOTO NO. 29655.

ROOF

## TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

**SIGN HERE**

DEC 18 1929

ADV



WE ACKNOWLEDGE WITH THANKS AND APT  
YOUR ORDER AS  
MEMORANDUM  
SPECIFICATIONS AND CONDITIONS ON THE  
SPIDER HEREWITH ENCLOSED.  
NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

WE ACKNOWLEDGE WITH THANKS AND APT  
YOUR ORDER AS  
MEMORANDUM  
SPECIFICATIONS AND CONDITIONS ON THE  
SPIDER HEREWITH ENCLOSED.  
NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY SANBORN SOUVENIR CO.,  
DENVER, COLO.

NO. D-516

ORDER NO. 42009

DATE 12-3-1929

24 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL)

IMPRINT

ESTES PARK.  
ROCKY MOUNTAIN NATIONAL PARK,  
COLORADO.  
LONG'S PEAK AND BEAR LAKE.

SAME AS ABOVE

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE NEW PHOTO. USE PORTION OF PHOTO ABOUT AS MARKED.

ROOF

ARRANGE AS PER LAYOUT ATTACHED.

NO. D-516

ORDER NO. 42009

DATE 12-3-1929

24 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL)

IMPRINT

ELKHORN AVENUE AND  
ESTES PARK VILLAGE FROM THE WEST.

MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE NEW PHOTO & INSERT SHEEP'S HEAD SAME AS ON FRONT  
OF COVER NO. 3544.

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

DEC 12 1929

ADV

SIGN HERE

12-12-9



GENTLEMEN,  
PLEASE ATTACHED  
ONE OF YOUR TOTAL  
ORDER HEREWITH ENCLOSED.  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
MEMORANDUM  
YOUR ORDER AS  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
Etc., Etc., AND PROCEED WITH THE  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

VERY TRULY  
CURT TEICH & COMPANY INC.  
17355-1765 IRVING PARK BLVD. CHICAGO, ILL.

NO. D-517

ORDER NO. 42056

DATE 12-4-1929

24<sup>M</sup> LARGE FOLDER COVERS

FRONT

PLACE OF TITLE

TITLE (IN FULL) CAVE OF THE WINDS  
AND  
MANITOU, COLO.

FRONT NO.

IMPRINT SAME AS ABOVE

R.M.

### COLOR DESCRIPTION

SEE

REMARKS

BUILINGS

USE PHOTO 14429. *White m*  
DO NOT MAKE VIEW SQUARE NOR OVAL.

ROOF

SEE DUMMY ATTACHED.

TRIMMINGS

NO. D-517

ORDER NO. 42056

DATE 12-4-1929

24 M LARGE FOLDER COVERS

BACK

PLACE OF TITLE

TITLE (IN FULL) A MANITOU BURRO READY  
TO JOURNEY UP PIKE'S PEAK.

FRONT NO.

IMPRINT MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USEXNEWXNPTEXXPHOTOX

ROOF

USE NEW PHOTO.

## TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

DEC 18 1929

ADV

SIGN HERE



YOUR ORDER AS  
MEMORANDUM  
IN HEREWITH ENCLOSED THESE TITLES AND COLOR DESCRIPTIONS.  
IT WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
SIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY SANBORN SOUVENIR CO.,  
DENVER, COLO.

NO. D-518

ORDER NO. 42053

DATE 12-4-1929

24 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL) SCENIC COLORADO SPRINGS,  
COLO.

IMPRINT SAME AS ABOVE

SEVEN FALLS, SOUTH CHEYENNE CANON.

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 104277. DO NOT MAKE VIEW SQUARE NOR  
OVAL. SEE DUMMY ATTACHED.

ROOF

WE ACKNOWLEDGE WITH THANKS AND ACCEPT P YOUR ORDER AS  
SPECIFICATIONS AND CONDITIONS ON THE MEMORANDUM  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.  
GENTLEMEN:-  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY  
ETC., AND RETURN  
IN SIX DAYS WE  
WILL CONSIDER  
THIS INFORMATION  
CORRECT AND  
PROCEED WITH  
THE WORK.

SANBORN SOUVENIR CO.,  
DENVER, COLO.

NO. D-518

ORDER NO. 42053

DATE 12-4-1929

24 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL) PANORAMA-SUMMIT OF  
PIKE'S PEAK,

IMPRINT MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE NEW PHOTO.

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

ON HERE

ADV

DEC 18 1929

20-3



WE ACKNOWLEDGE WITH THANKS AND ACCEPT YOUR ORDER AS SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS, AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

YOUR ORDER AS  
MEMORANDUM

WE ACKNOWLEDGE WITH THANKS AND ACCEPT YOUR ORDER AS SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS, AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY SANBORN SOUVENIR CO.,  
DENVER, COLO.

NO. D-519

ORDER NO. 42115

DATE

12-6-1929

M

24 LARGE FOLDER COVERS

FRONT

PLACE OF TITLE

TITLE (IN FULL)

NIGHT IN DENVER  
AND VICINITY  
TELEPHONE BUILDING BY NIGHT.

FRONT NO.

IMPRINT

SAME AS ABOVE

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE NEW PHOTO. MAKE PANEL EFFECT AS ON PER LAYOUT  
ATTACHED.

ROOF

TRIMMINGS

MAKE NIGHT SCENE AS PER COPY ATTACHED.

SANBORN SOUVENIR CO.,  
DENVER, COLO.

NO. D-519

ORDER NO. 42115

DATE

12-6-1929

M

24 LARGE FOLDER COVERS

BACK

PLACE OF TITLE

TITLE (IN FULL)

STATE CAPITOL AT NIGHT.

FRONT NO.

IMPRINT

MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE NEW PHOTO.

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

SIGN HERE

ADV



GENTLEMEN--  
 YOUR ORDER AS  
 MEMORANDUM  
 WE ACKNOWLEDGE WITH THANKS AND ACCEP  
 SPECIFICATIONS AND CONDITIONS ON THE  
 ORDER HEREWITH ENCLOSED.  
 OF YOUR TOTAL  
 IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
 ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
 SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

NO. 0-520

ORDER NO. 42112

DATE 12-6-1929

24 M LARGE FOLDER COVERS

FRONT

PLACE OF TITLE

TITLE (IN FULL) ROCKY MOUNTAIN NATIONAL  
PARK CIRCLE TRIP.

GRAND LAKE.

(c)

FRONT NO.

IMPRINT SAME AS ABOVE

R.M.

### COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE NEW PHOTO. COLORS AS PER COLORED PHOTO ATTACHED.

ROOF

NO. D-520

ORDER No. 42112

DATE 12-6-1929

24M LARGE FOLDER COVERS

BACK

PLACE OF TITLE

TITLE (IN FULL) ~~XXXXXXXX~~ SNOWDRIFTS  
AT TOP OF FALL RIVER ROAD.

FRONT NO.

IMPRINT    MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

R.M.

COLOR DESCRIPTION

SEE

REMARKS

## BUILDINGS

USE NEW PHOTO.

ROOF

SMOOTHEN OUT RUTS IN ROAD, BYT DO NOT REMOVE DETAILS.

## TRIMMINGS

PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

LV

SIGN HERE

ADV

12-10



GENTLEMEN:-  
WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE YOUR ORDER FOR THE MEMORANDUM.  
SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTION, ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

A.B. WYCKOFF,  
STROUDSBURG, PA.

NO. **D-522**

ORDER NO. **42230**

DATE 12-12-1929

6 M VIEW CARDS SIZE 3 1-2 X 5 1-2 FULL-FACED

PLACE OF TITLE NONE  
TITLE (IN FULL) (NO TITLE)

FRONT NO. BLANK  
IMPRINT NONE

IN PLATE (C) IRVING UNDERHILL, NEW YORK.

COLOR DESCRIPTION

## BUILDINGS

## ROOF

TRIMMINGS

USE PHOTO 119653.

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

SIGN HERE

on a letter which  
ADV



6  
GENTLEMEN:-  
P.R. ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY  
ETC., AND RETURN  
IN SIX DAYS WE  
WORK.

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.

YOUR ORDER AS  
MEMORANDUM  
THESE TITLES AND COLOR DESCRIPTIONS,  
IF NOT RETURNED  
AT ONCE, IF NOT RETURNED  
YOUR SIGNATURE AFFIXED AT ONCE, IF NOT RETURNED  
YOUR SIGNATURE AFFIXED AT ONCE, IF NOT RETURNED  
YOUR SIGNATURE AFFIXED AT ONCE, IF NOT RETURNED

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

A.B. WYCKOFF,  
STROUDSBURG, PA.

NO. D-523

ORDER NO. 42230

DATE 12-12-1929

6 M VIEW CARDS SIZE 3 1-2 X 5 1-2 FULL-FACED

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

TITLE (IN FULL)

NONE  
(NO TITLE)

FRONT NO.

IMPRINT

BLANK  
NONE

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

ROOF

TRIMMINGS

USE PHOTO NO. 28722.

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

ADV

SIGN HERE



2 1/2

YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
GENTLEMEN-  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1755-1755 IRVING PARK BLVD. CHICAGO, ILL.

A.B. WYCKOFF,  
STROUDSBURG, PA.

NO D-524  
ORDER NO. 42230

DATE 12-12-1929 M	
6 VIEW CARDS SIZE 3 1-2 X 5 1-2 FULL-FACED (ALL OF CARDS ON THE ADDRESS SIDE)	
PLACE OF TITLE TITLE (IN FULL) (NO TITLE)	FRONT NO. BLANK IMPRINT NONE
COLOR DESCRIPTION BUILDINGS ROOF TRIMMINGS	SEE REMARKS FLOWERS PINK & WHITE, BIRCH TREES. GREEN LIKENS OR MOSS ON GRAY STONES IN FOREGROUND. DARK GREEN LEAVES. ADD A FEW PINK FLOWERS ON THE RHODODENDRON PLANTS.
photo in 8619	
PHOTO PROPERTY OF C. T. & CO.-CUSTOMER	
LV	ADV
SIGN HERE	

R

18



6  
GENTLEMEN: WE ACKNOWLEDGE WITH THANKS AND ACCEPT YOUR ORDER AS PER ATTACHED SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. IT IS ABSOLUTELY NECESSARY THAT YOU ORDER THESE TITLES AND COLOR DESCRIPTIONS, ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY DESERET BOOK COMPANY,  
SALT LAKE CITY, UTAH.

NO. D-525

ORDER NO. 42205

DATE

12-11-1929

6 M

VIEW CARDS SIZE 7 X 11 FULL FACED.

PLACE OF TITLE

TITLE (IN FULL)

ON FRONT.

FRONT NO.

IMPRINT

SAME AS ABOVE

TITLE - GREAT SALT LAKE, UTAH.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

ROOF

TRIMMINGS

AS PER TISSUE ATTACHED.

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

SIGN HERE

ADV

R

TYPE IN



YOUR ORDER AS  
MEMORANDUM  
R DESCRIPTIONS.  
E NOT RETURNED  
CEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY DESERET BOOK COMPANY,  
SALT LAKE CITY, UTAH.

NO. D-526

ORDER NO. 42205

DATE 12-11-1929

6 M VIEW CARDS SIZE 7 X 11 FULL FACED

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE	ON FRONT
----------------	----------

TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No.

IMPRINT SAME AS ABOVE

TITLE - THE SILENT CITY, BRYCE  
CANYON NATIONAL PARK.

COLOR DESCRIPTION	SEE
-------------------	-----

BUILdings

ROOF

## TRIMMINGS

AS PER TISSUE ATTACHED.

REMARKS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

ADV

SIGN HERE



5

GENTLEMEN:-  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY  
ETC., AND RETURN  
IN SIX DAYS WE  
WORK.

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER, AND WE WILL OBLIGED TO FURNISH  
IT IS ABSOLUTELY NECESSARY THAT YOU  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETI

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY DESERET BOOK COMPANY.  
SALT LAKE CITY, UTAH.

NO. D- 527

ORDER NO. 42205

DATE 12-11-1929

6 M VIEW CARDS SIZE 7 X 11 FULL-FACED

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE ON FRONT

TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

IMPRINT SAME AS ABOVE

TITLE - A GLIMPSE OF MEMORY  
GROVE, SALT LAKE CITY.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

AS PER TISSUE ATTACHED.

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

ADV

SIGN HERE

*[Handwritten signature]*

18



WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
YOUR TOTAL  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
ETC. AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

YOUR ORDER AS  
MEMORANDUM

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY DESERET BOOK COMPANY,  
SALT LAKE CITY, UTAH.

NO. D-528

ORDER NO. 42205

DATE 12-11-1929

6 M VIEW CARDS SIZE 7 X 11 FULL-FACED

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE ON FRONT

TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

IMPRINT SAME AS ABOVE

TITLE - GRAND CANYON ~~RIVER~~  
FROM NORTH ~~RIVER~~  
RIM.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

AS PER TISSUE ATTACHED.

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

SIGN HERE

DEC 18 1929

ADV

R



GENTLEMEN:-  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
YOUR ORDER AS  
MEMORANDUM  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC. AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY DESERET BOOK COMPANY,  
SALT LAKE CITY, UTAH.

NO. 0-529  
ORDER NO. 42205

DATE 12-11-1929

6 M VIEW CARDS SIZE 7 X 11 FULL-FACED

<small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>	
PLACE OF TITLE	ON FRONT	FRONT NO.	
TITLE (IN FULL)		IMPRINT.	SAME AS ABOVE
		TITLE -	STATE CAPITOL BUILDING, SALT LAKE CITY, UTAH,
COLOR DESCRIPTION	SEE	REMARKS	
BUILDINGS	AS PER TISSUE ATTACHED.		
ROOF			
TRIMMINGS			

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

SIGN HERE

ADV

R

TYPE X

17-4-3



YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY DESERET BOOK COMPANY, SALT LAKE CITY, UTAH.		NO. D-530
DATE 12-11-1929		ORDER NO. 42205
6 M VIEW CARDS SIZE 7 X 11 FULL-FACED		
<small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>
PLACE OF TITLE ON FRONT	FRONT NO	
TITLE (IN FULL)	IMPRINT SAME AS ABOVE	
	TITLE - GREAT MORMON TEMPLE, SALT LAKE CITY.	
COLOR DESCRIPTION SEE	REMARKS	
BUILDINGS AS PER TISSUE ATTACHED.		
ROOF		
TRIMMINGS		
PHOTO PROPERTY OF C. T. & Co.-CUSTOMER		
LV	SIGN HERE	ADV

DEC 20 1929

R



WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER. WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.  
GENTLEMEN:  
RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IT IS ABSOLUTELY NECESSARY THAT YOU O.K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY DESERET BOOK COMPANY,  
SALT LAKE CITY, UTAH.

NO. D-531

ORDER NO. 42205

DATE 12-11-1929

6 M VIEW CARDS SIZE 7 X 11 FULL-FACED

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE	ON FRONT	FRONT NO.	
TITLE (IN FULL)		IMPRINT	SAME AS ABOVE
		TITLE - THE GREAT WHITE THRONE, ZION NATIONAL PARK.	
COLOR DESCRIPTION	SEE	REMARKS	
BUILDINGS	AS PER TISSUE ATTACHED.		
ROOF			
TRIMMINGS			

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

SIGN HERE

DEC 20 1929

ADV



YOUR ORDER AS MEMORANDUM

PLEASE ACKNOWLEDGE WITH THANKS AND ACCEPT SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED.

IT IS ABSOLUTELY NECESSARY THAT YOU O.K. THESE TITLES AND COLOR DESCRIPTIONS, ETC. AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IT WILL NOT BE RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
YOURS  
CURT TEICH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

NO. **D-532**

ORDER NO. **42231**

**SUNDSTROM & MC GUIRE,  
CHICAGO, ILL.**

DATE **12-12-1929**

**12 M 500 BUSINESS CARDS SIZE 7 X 2 FOLDED TO 2 X 3 1-2" SINGLE**  
(ALL OF THIS ON THE ADDRESS SIDE)

**PLACE OF TITLE**  
**TITLE (IN FULL)**

**AS PER LAYOUT**  
**SUNNY SERVICE.**  
**(ETC. AS PER LAYOUT)**

**FRONT NO.**  
**IMPRINT**

**NONE**  
**R.M.**

**COLOR DESCRIPTION**  
**BUILDINGS**  
**ROOF**  
**TRIMMINGS**

**SEE**  
**RED BLDG. GOLD LETTERS.**

**REMARKS**

*Photo returned to customer 3/17/30*

**PHOTO PROPERTY OF C. T. & Co. - CUSTOMER**

**LV COMPLETED**

**X ADV**

2383554

**WANTED**

RETouched PHOTO  
BLACK & W. PROOF  
HAND COLORED PROOF  
SUBMIT TO OFFICE



WE ACKNOWLEDGE WITH THANKS AND ACCEPT SPECIFICATIONS AND CONDITIONS ON THE MEMORANDUM. IF YOU HAVE ANY COMMENTS, PLEASE WRITE THEM ON THE REVERSE OF THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

YOUR ORDER AS MEMORANDUM. IF YOU HAVE ANY COMMENTS, PLEASE WRITE THEM ON THE REVERSE OF THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY DESERET BOOK COMPANY,

DATE SALT LAKE CITY, UTAH.  
12-12-1929

NO D-534

ORDER NO. 42250

12 M LARGE FOLDER COVERS  
(ALL OF THIS ON THE PICTURE SIDE)

FRONT.  
(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE  
TITLE (IN FULL) SCENIC GEMS OF UTAH'S  
NATIONAL PARKS.

FRONT NO.  
IMPRINT SAME AS ABOVE  
  
R.M.

COLOR DESCRIPTION SEE  
BUILDINGS USE NEW PHOTO.  
ROOF VIEW TO COVER ENTIRE FRONT. MAKE ATTRACTIVE COLORFUL TITLE.  
TRIMMINGS AS PER SKETCH ATTACHED.

REMARKS

DESERET BOOK CO.,  
SALT LAKE CITY, UTAH.

DATE 12-12-1929

NO D-534

ORDER NO.

12 M LARGE FOLDER COVER  
(ALL OF THIS ON THE PICTURE SIDE)

BACK  
(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE  
TITLE (IN FULL) BYRCE CANYON NATIONAL PARK.

FRONT NO.  
IMPRINT MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.  
  
R.M.

COLOR DESCRIPTION SEE  
BUILDINGS USE NEW PHOTO. COLOR AS PER TISSUE ATTACHED.  
ROOF  
TRIMMINGS

REMARKS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

ADV

SIGN HERE

18/8

12-17



YOUR ORDER AS  
MEMORANDUM  
ON THE  
CONDITIONS  
HEREWITH ENCLOSED.  
IF NOT RETURNED  
WITHIN SIX DAYS  
WE WILL CONSIDER  
THIS INFORMATION  
CORRECT AND PROCEED  
WITH THE  
WORK.

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O.K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
WITHIN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY C.W. HUGHES & CO., INC., MECHANICVILLE, N.Y.		NO. <b>XX D-535</b>
DATE <b>12-14-1929</b>		ORDER NO. <b>42302</b>
<b>12<sup>M</sup> LARGE FOLDER COVERS</b> (ALL OF THIS ON THE ADDRESS SIDE)		<b>FRONT</b> (ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE TITLE (IN FULL) <b>SOUVENIR FOLDER OF LAKE CHAMPLAIN, N.Y. THE PALISADES OF LAKE CHAMPLAIN.</b>	FRONT NO. IMPRINT <b>SAME AS ABOVE  R.M.</b>	
COLOR DESCRIPTION SEE	REMARKS	
BUILDINGS <b>USE PHOTO NO. 86909</b>		
ROOF		
C.W. HUGHES & CO., INC., MECHANICVILLE, N.Y.		NO. <b>D-535</b>
DATE <b>12-14-1929</b>		ORDER NO. <b>42302</b>
<b>12<sup>M</sup> LARGE FOLDER COVERS</b> (ALL OF THIS ON THE ADDRESS SIDE)		<b>BACK</b> (ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE TITLE (IN FULL) <b>NEW BRIDGE ACROSS LAKE CHAMPLAIN UNITING THE STATES OF NEW YORK AND VERMONT.</b>	FRONT NO. IMPRINT <b>MADE BY CURT TEICH &amp; CO., CHICAGO, U.S.A.  R.M.</b>	
COLOR DESCRIPTION SEE	REMARKS	
BUILDINGS <b>USE PHOTO NO. 5891-29</b>		
ROOF <i>in House Diagram</i>		
TRIMMINGS		
PHOTO PROPERTY OF C. T. & CO.-CUSTOMER		
LV		
SIGN HERE		
DEC 28 1929		
ADV		

12-17  
X



YOUR ORDER AS  
MEMORANDUM  
ON THE  
CONDITIONS  
AND ACCEPT  
WITH THANKS  
AND KNOWLEDGE  
OF THE  
SPECIFICATIONS  
AND CONDITIONS  
HEREWITH ENCLOSED.  
IT IS ABSOLUTELY  
NECESSARY THAT YOU  
O. K. THESE TITLES  
AND COLOR DESCRIPTIONS.  
RETURN THIS SHEET  
WITH YOUR SIGNATURE  
AFFIXED AT ONCE. IF  
NOT RETURNED  
WITHIN SIX DAYS  
WE WILL CONSIDER  
THIS INFORMATION  
CORRECT AND PROCEED  
WITH THE  
WORK.

VERY TRULY  
YOURS  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY C.W.HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. D-536

ORDER NO. 42297

DATE 12-14-1929

12 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL)

IMPRINT

SOUVENIR FOLDER OF

SAME AS ABOVE

PITTSFIELD, MASS.

R.M.

UNION STATION.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 71671

GENTLEMEN:-  
PER ATTACHED  
OF YOUR TOTAL  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY  
NECESSARY THAT YOU  
O. K. THESE TITLES  
AND COLOR DESCRIPTIONS.  
RETURN THIS SHEET  
WITH YOUR SIGNATURE  
AFFIXED AT ONCE. IF  
NOT RETURNED  
WITHIN SIX DAYS  
WE WILL CONSIDER  
THIS INFORMATION  
CORRECT AND PROCEED  
WITH THE  
WORK.

VERY TRULY  
YOURS  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

C.W.HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. D-536

ORDER NO. 42297

DATE 12-14-1929

12 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL)

IMPRINT

WAR MEMORIAL.

MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 5932-29

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

SIGN HERE

ADV

12-17



KNOWLEDGE WITH THANKS AND ACCEPT  
IFICATIONS AND CONDITIONS ON THE  
ER HEREWITH ENCLOSED.  
SARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
ET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
SIDER THIS INFORMATION CORRECT AND PROCEED WITH THE

GENTLEMEN:-  
PER ATTACHED  
OF YOUR TOTAL  
IT IS REQUESTED  
ETC. AND RETURN  
IN SIX DAYS  
WORK.

YOUR ORDER AS  
MEMORANDUM  
VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY C.W.HUGHES & CO., INC., MECHANICVILLE, N.Y.		NO. <b>D-537</b> ORDER NO. <b>42294</b>
DATE <b>12-14-1929</b>		
<b>12 M LARGE FOLDER COVERS</b> (ALL OF THIS ON THE PICTURE SIDE)		<b>FRONT</b> (ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE TITLE (IN FULL) <b>SOUVENIR OF THE STATE BUILDINGS AT THE CAPITAL, ALBANY, N.Y.</b>	FRONT NO. IMPRINT <b>SAME AS ABOVE</b>  <b>R.M.</b>	
COLOR DESCRIPTION SEE BUILDINGS <b>USE PHOTO NO. 3710-29</b> ROOF	REMARKS	
C.W.HUGHES & CO., INC., MECHANICVILLE, N.Y.		NO. <b>D-537</b> ORDER NO. <b>42294</b>
DATE <b>12-14-1929</b>		
<b>12 M LARGE FOLDER COVERS</b> (ALL OF THIS ON THE PICTURE SIDE)		<b>BACK</b> (ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE TITLE (IN FULL) <b>STATE EDUCATIONAL BUILDING.</b>	FRONT NO. IMPRINT <b>MADE BY CURT TEICH &amp; CO., CHICAGO, U.S.A.</b>  <b>R.M.</b>	
COLOR DESCRIPTION SEE BUILDINGS <b>USE PHOTO NO. 100369.</b> ROOF TRIMMINGS	REMARKS	
PHOTO PROPERTY OF C. T. & CO.-CUSTOMER		
LV		<b>DEC 23 1929</b> ADV
SIGN HERE		

12-17



YOUR ORDER AS  
MEMORANDUM  
ACKNOWLEDGE WITH THANKS AND ACCEPT  
CIFICATIONS AND CONDITIONS ON THE  
DER HEREWITH ENCLOSED.  
ISSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
EET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
NSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

AMERICAN ART POST CARD CO.,  
BROOKLINE, MASS.

NO. D-538  
ORDER NO. 42403

DATE 12-18-1929

6 M LARGE FOLDER COVERS

FRONT

PLACE OF TITLE

TITLE (IN FULL)

SOUVENIR FOLDER OF  
ROCKLAND, MAINE.

OFF PENOBSCOT BAY.

FRONT NO.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 27076

ROOF

WE ACKNOWLEDGE WITH THANKS AND ACCEP  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
ETC. AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

AMERICAN ART POST CARD CO.,  
BROOKLINE, MASS.

NO. D-538  
ORDER NO. 42403

DATE 12-18-1929

6 M LARGE FOLDER COVERS

BACK

PLACE OF TITLE

TITLE (IN FULL)

OWL'S HEAD ROCK AND  
LIGHT, OWL'S HEAD.

FRONT NO.

IMPRINT MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 93016 ✓

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

DEC 23 1929

ADV

SIGN HERE



WE ACKNOWLEDGE WITH THANKS AND ACCEPT SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. THESE TITLES AND COLOR DESCRIPTIONS, ESSENTIAL THAT YOUR SIGNATURE BE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

YOUR ORDER AS SPECIFICATIONS AND CONDITIONS ON THE MEMORANDUM ORDER HEREWITH ENCLOSED. THESE TITLES AND COLOR DESCRIPTIONS, ESSENTIAL THAT YOUR SIGNATURE BE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

AMERICAN ART POST CARD CO., BROOKLINE, MASS.		NO. D-539 ORDER NO. 42366
DATE 12-17-1929		
12 M LARGE FOLDER COVERS		FRONT
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE	FRONT NO.	
TITLE (IN FULL)	IMPRINT	
SOUVENIR FOLDER OF THE WHITE MOUNTAINS, N.H.	SAME AS ABOVE	
OLD MANZ OF THE MOUNTAIN GLEN ELLIS FALLS.	R.M. & MAP	
COLOR DESCRIPTION	SEE	REMARKS
BUILDINGS	USE SAME PHOTO AS USED ON FRONT OF COVER NO. N-3036	
ROOF		
AMERICAN ART POST CARD CO., BROOKLINE, MASS.		NO. D-539 ORDER NO. 42366
DATE 12-17-1929		
12 M LARGE FOLDER COVERS		BACK
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE	FRONT NO.	
TITLE (IN FULL)	IMPRINT	
THE MOUNT WASHINGTON AND PRESIDENTIAL RANGE.	MADE BY CURT TEICH & CO., CHICAGO, U.S.A.	
COLOR DESCRIPTION	SEE	REMARKS
BUILDINGS	USE PHOTO NO. 02246. USE BEST SECTION OF THIS PHOTO SHOWING HOTEL & MTS.	
ROOF		
TRIMMINGS		
PHOTO PROPERTY OF C. T. & CO.-CUSTOMER		DEC 20 1929
LV		ADV
SIGN HERE		



YOUR ORDER AS  
MEMORANDUM  
KNOWLEDGE WITH THANKS AND ACCEPT  
IFICATIONS AND CONDITIONS ON THE  
ER HEREWITH ENCLOSED.  
SARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
ET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
ISIDER THIS INFORMATION CORRECT AND PROCEED WITH THE

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
CESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
ET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

AMERICAN ART POST CARD CO.,  
BROOKLINE, MASS.

NO. D-540

ORDER NO. 42388

DATE 12-17-1929

6 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL)

IMPRINT

PICTORIAL FOLDER OF  
BRETTON WOODS, WHITE MOUNTAINS,  
N.H.

SAME AS ABOVE

R.M.

THE MOUNT WASHINGTON.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 113568.

ROOF

NO. D-540

ORDER NO. 42388

DATE 12-17-1929

6 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL)

IMPRINT

THE PRESIDENTIAL RANGE  
AND THE MOUNT WASHINGTON, BRETTON  
WOODS, N.H.

MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE SAME PHOTO AS USED ON BACK OF COVER NO. N-3036.

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

ADV

SIGN HERE



12

GENTLEMEN:-  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY  
ETC. AND RETURN  
IN SIX DAYS WE  
WORK.

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED. IT IS ABSOLUTELY  
NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
INSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

YOUR ORDER AS  
MEMORANDUM

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

AMERICAN ART POST CARD CO., BROOKLINE, MASS.		NO. D-541
DATE 12-17-1929		ORDER No. 42387
6 M LARGE FOLDER COVERS (ALL OF THIS ON THE PICTURE SIDE)		FRONT
PLACE OF TITLE	FRONT NO.	(ALL OF THIS ON THE ADDRESS SIDE)
TITLE (IN FULL) PICTORIAL FOLDER OF LAKE WINNEPESAUKEE, N.H. SMILE OF THE GREAT SPIRIT.	IMPRINT SAME AS ABOVE  R.M.	
COLOR DESCRIPTION SEE	REMARKS	
BUILDINGS USE SAME PHOTO AS USED ON FRONT COVER OF NO. 3999. CHANGE COLORS.		N 3933
ROOF		
AMERICAN ART POST CARD CO., BROOKLINE, MASS.		NO. D-541
DATE 12-17-1929		ORDER No. 42387
6 M LARGE FOLDER COVERS (ALL OF THIS ON THE PICTURE SIDE)		BACK
PLACE OF TITLE	FRONT NO.	(ALL OF THIS ON THE ADDRESS SIDE)
TITLE (IN FULL) SUNSET ON LAKE WINNEPESAUKEE.	IMPRINT MADE BY CURT TEICH & CO., CHICAGO, U.S.A. R.M.	
COLOR DESCRIPTION SEE	REMARKS	
BUILDINGS USE PHOTO NO. 51418		
ROOF		
TRIMMINGS		
PHOTO PROPERTY OF C. T. & CO.-CUSTOMER		
LV		ADV
SIGN HERE		

12-17-1929



YOUR ORDER AS  
MEMORANDUM  
THANKS AND ACCEPT  
CONDITIONS ON THE  
ENCLOSURE  
HEREWITH ENCLOSED.  
VARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
T WITH YOUR SIGNATURE, AFFIXED AT ONCE. IF NOT RETURNED  
SIDER THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE, AFFIXED AT ONCE. IF NOT RETURNED  
WITHIN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

AMERICAN ART POST CARD CO.,  
BROOKLINE, MASS.

NO. D-542

ORDER NO. 42385

DATE 12-17-1929

6 M LARGE FOLDER COVERS

FRONT

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL) SOUVENIR FOLDER OF  
MT. WASHINGTON, WHITE MOUNTAINS, N.H.  
RESTORED TIP TOP HOUSE, MT. WASHINGTON.

IMPRINT SAME AS ABOVE

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 82854.

AMERICAN ART POST CARD CO.,  
BROOKLINE, MASS.

NO. XX D-542

ORDER NO. 42385

DATE 12-17-1929

6 M LARGE FOLDER COVERS

BACK

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL) ~~MADE~~ JACOBS LADDER,  
MT. WASHINGTON RAILWAY.

IMPRINT MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

61922  
USE PHOTO NO. ~~82854~~. MAKE FULL FACED.  
USE PHOTO WITH SMOKE COMING FROM CHIMNEY

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

LV

SIGN HERE

ADV

12-19



YOUR ORDER AS  
MEMORANDUM  
ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ENCLOSURE WITH THESE TITLES AND COLOR DESCRIPTIONS.  
IF NOT RETURNED WITHIN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

WE ACKNOWLEDGE WITH THANKS AND ACCEPT, P.  
SPECIFICATIONS AND CONDITIONS ON THE  
ENCLOSURE WITH THESE TITLES AND COLOR DESCRIPTIONS.  
IF NOT RETURNED WITHIN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY C.P. JOHNSTON CO.,  
SEATTLE, U.S.A.

NO. D-543

ORDER NO. ~~42361~~ 42361

DATE 12-17-1929

12 M LARGE FOLDER COVERS

FRONT

PLACE OF TITLE

TITLE (IN FULL)

COMMERCIAL SEATTLE.

CANAL LOCKS AT BALLARD.

FRONT NO

IMPRINT

SAME AS ABOVE

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

ROOF

USE SAME PHOTO AS USED ON FRONT OF COVER NO. D-99

NO. D-543

ORDER NO. 42361

C.P. JOHNSTON CO.,  
SEATTLE, WASH.

DATE 12-17-1929

12 M LARGE FOLDER COVERS

BACK

PLACE OF TITLE

TITLE (IN FULL)

PORTION OF SEATTLE AND  
ELLIOTT BAY, W. QUEEN ANNE HILL  
AND OLYMPIC MOUNTAIN IN DISTANCE.

FRONT NO.

IMPRINT

MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

ROOF

TRIMMINGS

USE PHOTO, NO. 107872.

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

SIGN HERE

ADV



WE ACKNOWLEDGE WITH THANKS AND ACCEPT SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED.

IT IS ABSOLUTELY NECESSARY THAT YOU O K THESE TITLES AND COLOR DESCRIPTIONS. IT IS ABSOLUTELY NECESSARY THAT YOU O K THESE TITLES AND COLOR DESCRIPTIONS. ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED WITH THE ORDER, THE ORDER WILL BE REJECTED AND REJECTED WITH THE ORDER.

YOUR ORDER AS MEMORANDUM

VERY TRULY  
CURT TEICH ■ COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

VERY TRULY  
CURT TEICH & COMPANY INC.

NO. **D-544**

ORDER NO 42406

DATE 12-16-1929

6 M LARGE 18 VIEW FOLDER COVERS

FRONT

PLACE OF TITLE

TITLE (IN FULL) **SOUVENIR FOLDER OF  
CONCORD, N.H.**

STATE CAPITOL.

FRONT NO.

IMPRINT SAME AS ABOVE

### COLOR DESCRIPTION

SEE

REMARKS

## BUILDINGS

USE PHOTO NO. 24995

**ROOF**

NO. **D-544**

ORDER NO. 42406

DATE 12-18-1929

6 M LARGE FOLDER COVERS

BACK

PLACE OF TITLE

TITLE (IN FULL) NEW HAMPSHIRE HISTORICAL SOCIETY.

FRONT NO.

IMPRINT  
MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 68404

ROOF

## TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

SIGN HERE

ADV



YOUR ORDER AS  
MEMORANDUM

COLOR DESCRIPTIONS,  
IF NOT RETURNED  
AND PROCEED WITH THE

PER YOUR  
OF YOUR  
IT IS ABSOLU  
ETC., AND RETURN THIS  
IN SIX DAYS WE WILL CONSIDER  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

OLYMPIC GLOVE CO.,  
NEW YORK CITY, N.Y.

NO. D-545

ORDER No. 42363

DATE 12-17-1929

25 M OFFSET STUFFERS SIZE 3 1-2 X 6" E-23

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE AS PER LAYOUT  
TITLE (IN FULL) (TITLE TO COME)

FRONT NO.  
IMPRINT D-545

use this imprint  
same size and color.

COLOR DESCRIPTION SEE REMARKS  
BUILDINGS BACKGROUND BUFF AS ON SAMPLE. BLACK LINE BORDER.  
ROOF COLORS AS PER SAMPLES FURNISHED.  
TRIMMINGS

PHOTO PROPERTY OF C. T. & Co.-CUSTOMER

LV

X ADV

COMPLETED

RUSH

WANTED

RETURNED PHOTO  
BLACK & W. PROOF  
HAND COLORED PROOF  
SUBMIT TO OFFICE



WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
MEMORANDUM  
YOUR ORDER  
FOR THE  
REPRODUCTION OF THESE TITLES AND COLOR DESCRIPTIONS.  
IF NOT RETURNED WITHIN THE TIME SPECIFIED, WE WILL  
CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.  
VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
MEMORANDUM  
YOUR ORDER  
FOR THE  
REPRODUCTION OF THESE TITLES AND COLOR DESCRIPTIONS.  
IF NOT RETURNED WITHIN THE TIME SPECIFIED, WE WILL  
CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.  
VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

THE OLD KENTUCKY HOME COMMISSION,  
LOUISVILLE, KY.

DATE 12-17-1929

12 M 500 LARGE FOLDER COVERS

FRONT

PLACE OF TITLE

TITLE (IN FULL)  
SOUVENIR OF MY OLD  
KENTUCKY HOME  
BARDSTOWN, KY.  
ENTRANCE TO MY OLD KENTUCKY HOME.

FRONT NO.

IMPRINT (C) CAUFIELD & SHOOK, INC.,  
LOUISVILLE, KY.

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

ROOF

THE OLD KENTUCKY HOME COMMISSION,  
LOUISVILLE, KY.

DATE 12-17-1929

12 M 500 LARGE FOLDER COVERS

BACK

PLACE OF TITLE

TITLE (IN FULL)  
(TITLE TO BE)  
My old Kentucky Home

FRONT NO.

IMPRINT MADE BY CURT TEICH & CO.,  
INC., CHICAGO, U.S.A.

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

SIGN HERE

WANTED

RETouched FOTO

BLACK & W. PROOF

SP. D. PROOF

SUBMIT TO OFFICE



POMEROY'S VARIETY STORE,  
WATKINS GLEN, N. Y.

NO. D-<sup>547</sup>~~321~~ ✓

ORDER NO. 69782

DATE 12-14-1933

12½ M LARGE FOLDER COVER

FRONT

(MAKEOVER.)

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

YES, NEW

TITLE (IN FULL)

27 VIEW FOLDER OF WATKINS  
GLEN, N. Y.

IMPRINT

NONE

FRONT: THE DEER OF WATKINS GLEN

COLOR DESCRIPTION

USE NEW PHOTO. BE VERY CAREFUL WITH COLORS.

on D1069

POMEROY'S VARIETY STORE,  
WATKINS GLEN, N. Y.

NO. D-<sup>547</sup>~~321~~

ORDER NO. 69782

DATE 12-14-1933

12½ M LARGE FOLDER COVER

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

YES, NEW

TITLE (IN FULL)

ENTRANCE TO WATKINS GLEN

IMPRINT

MADE BY CURT TEICH & CO., INC.,  
CHICAGO, U.S.A.

COLOR DESCRIPTION

NEGS. OF D-547  
USE SAME PHOTO AS ON BACK OF D-547.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

Lettering of layout

Region 5815

12-14-33

8-2 1/2

1-2 1/2



A17  
BLUE PRINT O. K. *WJ*  
JAN 27 1932

*Lettering 6*  
*R. 2*

POMEROY'S VARIETY STORE, WATKINS GLEN, N.Y.		NO. D-547	
		ORDER NO. 58504	
		DATE 1-15-1932	
6 M LARGE FOLDER COVER <small>(ALL OF THIS ON THE PICTURE SIDE)</small>		FRONT	MAKEOVER
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. NONE	R. M.	YES (NEW)
TITLE (IN FULL) 27 VIEW FOLDER OF WATKINS GLEN, N.Y., NEW PAVILION, STATE PARK	IMPRINT NONE		
COLOR DESCRIPTION			
LAYOUT USE PHOTO NO. D-547. MAKE DIFFERENT COLORS AND DIFFERENT NO BORDER THAN ON PRESENT COVER NO. D-547.			
POMEROY'S VARIETY STORE, WATKINS GLEN, N.Y.		NO. D-547	
		ORDER NO. 58504	
		DATE 1-15-1932	
6 M LARGE FOLDER COVER <small>(ALL OF THIS ON THE PICTURE SIDE)</small>		BACK	MAXXEXER
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO.	R. M. YES	
TITLE (IN FULL) ENTRANCE TO WATKINS GLEN,	IMPRINT	X MADE BY CURT TEICH & CO., CHICAGO, U.S.A.	
COLOR DESCRIPTION			
USE OLD PLATES,			
SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.			
PHOTO PROPERTY OF C. T. & Co. CUSTOMER			
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET			

*9 1/2*  
*8 1/2*  
*18*

*X*



WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE THE SPECIFICATIONS AND CONDITIONS ON THE ORDER ATTACHED TO THE PHOTOGRAPH. IF IT IS NECESSARY TO RETURN THE PHOTOGRAPH, IT MUST BE RETURNED WITHIN SIX DAYS OF THE DATE OF RECEIPT. IF NOT RETURNED WITHIN SIX DAYS, WE WILL CONSIDER THE PHOTOGRAPH AS OUR PROPERTY. YOUR ORDER AS SPECIFIED IN THE MEMORANDUM ATTACHED TO THE PHOTOGRAPH. IF IT IS NECESSARY TO RETURN THE PHOTOGRAPH, IT MUST BE RETURNED WITHIN SIX DAYS OF THE DATE OF RECEIPT. IF NOT RETURNED WITHIN SIX DAYS, WE WILL CONSIDER THE PHOTOGRAPH AS OUR PROPERTY.

EVEN IF THE PHOTOGRAPH IS NOT RETURNED WITHIN SIX DAYS, WE WILL CONSIDER THE PHOTOGRAPH AS OUR PROPERTY. YOUR ORDER AS SPECIFIED IN THE MEMORANDUM ATTACHED TO THE PHOTOGRAPH. IF IT IS NECESSARY TO RETURN THE PHOTOGRAPH, IT MUST BE RETURNED WITHIN SIX DAYS OF THE DATE OF RECEIPT. IF NOT RETURNED WITHIN SIX DAYS, WE WILL CONSIDER THE PHOTOGRAPH AS OUR PROPERTY.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

POMEROY'S VARIETY STORE,  
WATKINS GLEN, N.Y.

NO. D-547  
ORDER NO. 42489

DATE 12-20-1929

24 M LARGE FOLDER COVERS  
(ALL OF THIS ON THE PICTURE SIDE)

FRONT  
(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE  
TITLE (IN FULL)  
SOUVENIR FOLDER OF  
WATKINS GLEN, N.Y.  
NEW PAVILION, STATE PARK.

FRONT NO.  
IMPRINT  
NONE  
R.M.

COLOR DESCRIPTION SEE  
BUILDINGS  
ROOF  
TRIMMINGS

REMARKS  
USE NEW PHOTO. GRAY & BROWN MIXED STONE.  
BLUE & BROWN MIXED SLATE ROOF, BROWN CORNICE & SASH. GREEN  
SHRUBBERY, GRAY DRIVE, GREEN LAWN ON RIGHT OF DRIVE.

POMEROY'S VARIETY STORE,  
WATKINS GLEN, N.Y.

NO. D-547  
ORDER NO. 42489

DATE 12-20-1929

24 M LARGE FOLDER COVERS  
(ALL OF THIS ON THE PICTURE SIDE)

BACK  
(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE  
TITLE (IN FULL)  
ENTRANCE TO WATKINS GLEN.

FRONT NO.  
IMPRINT  
MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.  
R.M.

COLOR DESCRIPTION SEE  
BUILDINGS  
ROOF  
TRIMMINGS

REMARKS  
USE PHOTO NO. 79398.

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

SIGN HERE

IAN 2-1030

ADV



WE ACKNOWLEDGE WITH THANKS AND APPRECIATION THE SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED.

IF NECESSARY THAT YOU O.K. THESE TITLES AND CONDITIONS OF THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONE CORNER. WE SHALL CONSIDER THIS INFORMATION CORRECT AND

[illegible]

CURT LEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

**CURT TEICH & COMPANY INC.**  
1735-1705 IRVING PARK BLVD. CHICAGO, ILL.

ORDER NO. 42589

DATE 12-26-1929

24<sup>M</sup> XXXXX BABY FOLDER COVERS

FRONT

PLACE OF TITLE

TITLE (IN FULL)

SOUVENIR OF PANAMA CANAL

PANAMA PACIFIC S.S. PENNSYLVANIA IN

GAILLARD CUT, PANAMA CANAL.

PANAMA PACIFIC VAPOR "PENNSYLVANIA"

EN EL CORTE DE GAILLARD, CANAL DE PANAMA

FRONT NO.

IMPRINT

SAME AS ABOVE

R.M.

BUILDINGS

USE PHOTO NO. 460-29.

ROOF

BE SURE TO TAKE OUT NAME 'VIRGINIA' FROM BOAT & PUT IN THE NAME OF 'PENNSYLVANIA'

## TRIMMINGS

I. L. MADURO, JR.,  
PANAMA, REP. OF PANAMA.

NO. D-548

ORDER NO. 42589

DATE 12-26-1929

24<sup>M</sup> BABY FOLDER COVERS

BACK

PLACE OF TITLE

TITLE (IN FULL)

# VISTA GENERAL DE LAS

EXCLUSAS DE MIRAFLORES MIRANDO

HACIA EL LAGO.

GENERAL VIEW OF MIRAFLORES LOCKS

~~LOOKING TOWARDS THE LAKE.~~

FRONT NO

IMPRINT

NONE

BUILDINGS

USE PHOTO NO. 115363

ROOF

## TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

SIGN HERE \_\_\_\_\_



GENTLEMEN: WE ACKNOWLEDGE WITH THANKS AND APPRECIATION THE SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. IT IS ABSOLUTELY NECESSARY THAT YOU SIGN AND AFFIX YOUR SIGNATURE AT THE BOTTOM OF THIS SHEET WITH YOUR INFORMATION CORRECT AND PROCEED WITH THE WORK. ETC., AND RETURN THIS SHEET WITH YOUR INFORMATION CORRECT AND PROCEED WITH THE WORK.

YOUR ORDER AS  
MEMORANDUM

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY DESERET BOOK COMPANY,  
SALT LAKE CITY, UTAH.

NO. D-549

ORDER NO. 42545

DATE 12-23-1929

6 M VIEW CARDS SIZE 7 X 11

FULL-FACED

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE IN FRONT

TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO NONE

IMPRINT

SAME AS ABOVE

TITLE - OGDEN CANYON, UTAH.

SUBJECT NO. ON FRONT

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

ROOF

TRIMMINGS

USE BEST PHOTO. COLORS AS PER CARD NO. A-97545 ATTACHED.  
TAKE OUT TELEPHONE POLE IN FOREGROUND.

PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

LV

SIGN HERE

ADV

Road changed to black asphalt make strong gray

R

X 12-25



2  
~~Long~~ photo

YOUR ORDER AS  
MEMORANDUM  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE CORRECT AND PROCEED WITH THE  
WORK.  
GENTLEMEN, WE ACKNOWLEDGE WITH THANKS AND APPRECIATION YOUR ORDER.  
PER ATTACHED SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE CORRECT AND PROCEED WITH THE  
WORK.

DATE 12-23-1929

STRATFORD HOTEL, SEATTLE, WASH.

NO. XX D-550

ORDER No. 42557

12 M ARTGRAVURE-GREEN

PLACE OF TITLE ~~THE SKY~~ Lower Bridge

TITLE (IN FULL) STRATFORD HOTEL, SEATTLE  
THIRD AND SENECA.

FRONT NO. 5

IMPRINT C.T.

R.M.

COLOR DESCRIPTION SEE

BUILDINGS

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

SIGN HERE

X ADV

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

3  
R U S H

WANTED  
RETouched FOTO .....  
BLACK & W. PROOF .....  
HAND COLORED PROOF .....  
SUBMIT TO OFFICE

→ Blue print



YOUR ORDER AS  
MEMORANDUM

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

YOUR ORDER AS  
MEMORANDUM

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY J.L.ROBBINS CO.,  
SPOKANE, WASH.

NO. D-551

ORDER NO. 42608

DATE 12-27-1929

12 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL)

SOUVENIR FOLDER OF  
SHERIDAN, WYO.

IMPRINT

SAME AS ABOVE

COUNTY COURT HOUSE.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 102522.

ROOF

PUBLISHED BY J.L.ROBBINS CO.,  
SPOKANE, WASH.

NO. D-551

ORDER NO. 42608

DATE 12-27-1929

12 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL)

"SWITCH-BACK",  
SHERIDAN-LOVELL ROAD TO YELLOWSTONE  
PARK.

IMPRINT

MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE NEW PHOTO.

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

ADV

SIGN HERE

12-30



BLUE PRINT O. K. *[Signature]*  
MAR 20 1930

ACKNOWLEDGE WITH THANKS AND ACCEPT SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS, ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED WITHIN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

WE ACKNOWLEDGE WITH THANKS AND ACCEPT SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS, ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED WITHIN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY,  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

VERY TRULY,  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY THE BILOXI NEWS CO., BILOXI, MISS.		NO. 9-552
DATE 12-28-1929		ORDER No. 42641
6 M LARGE FOLDER COVERS		FRONT
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE	FRONT NO.	
TITLE (IN FULL) HISTORIC LIGHTHOUSE.	IMPRINT SAME AS ABOVE	
	R.M.	
COLOR DESCRIPTION SEE	REMARKS	
BUILDINGS USE NEW PHOTO		
ROOF COLORS SAME AS CARD NO. R-23348 ATTACHED,		

PUBLISHED BY THE BILOXI NEWS CO., BILOXI, MISS.		NO. 9-552
DATE 12-28-1929		ORDER No. 42641
6 M LARGE FOLDER COVERS		BACK
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE	FRONT NO.	
TITLE (IN FULL) START IN FAMOUS GULF SCHOONER CHAMPIONSHIP AT BILOXI;	IMPRINT MADE BY CURT TEICH & CO., CHICAGO, U.S.A.	
	R.M.	
COLOR DESCRIPTION SEE	REMARKS	
BUILDINGS SEX USE NEW PHOTO.		
ROOF		
TRIMMINGS		
PHOTO PROPERTY OF C. T. & CO.—CUSTOMER		
LV		ADV



YOUR ORDER AS  
MEMORANDUM  
KNOWLEDGE WITH THANKS AND ACCEPT  
FICATIONS AND CONDITIONS ON THE  
HEREWITH ENCLOSED.  
TITLES AND COLOR DESCRIPTIONS.  
TITLES AT ONCE. IF NOT RETURNED  
T WITH YOUR SIGNATURE AND PROCEED WITH THE  
IDER THIS INFORMATION CORRECT AND

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY C.W.HUGHES & CO., INC.  
MECHANICVILLE, N.Y.

NO 9-553

ORDER NO. 42634

DATE 12-28-1929

12 M LARGER FOLDER COVERS

FRONT

PLACE OF TITLE

TITLE (IN FULL)

SOUVENIR FOLDER OF  
JACOB'S LADDER TRAIL, MASS.  
SUMMIT HOUSE, TOP OF JACOB'S LADDER.  
IN THE BERKSHIRES, ELEVATION 2300 FEET.

FRONT NO.

IMPRINT

SAME AS ABOVE

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 6196-29

NO. D-553

ORDER NO. 42634

C.W.HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

DATE 12-28-1929

12 M LARGE FOLDER COVERS

BACK

PLACE OF TITLE

TITLE (IN FULL)

LOOKING EAST ON JACOB'S  
LADDER TRAIL.

FRONT NO.

IMPRINT

MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 5928-29

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

ADV

SIGN HERE

JAN 16 1930



GENTLEMEN,  
 PER ATTACHED  
 ORDER HEREWITH ENCLOSED.  
 IT IS ABSOLUTELY NECESSARY THAT YOU O.K. THESE TITLES AND COLOR DESCRIPTIONS,  
 ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
 WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
 SPECIFICATIONS AND CONDITIONS ON THE  
 YOUR ORDER AS  
 MEMORANDUM

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

NO. 0-554

ORDER NO. 42547

DATE 12-28-1929

**6 M LARGE FOLDER COVERS**

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

FRONT NO

TITLE (IN FULL) SOUVENIR FOLDER OF  
NEWPORT, R.I.

IMPRINT **NONE**

R.M.

AIRSHIP AT MOORING MAST OF "PATOKA"

### COLOR DESCRIPTION

SEE

REMARKS

BUILINGS

USE PHOTO NO. 6044-29.

PUT PICTURE ACROSS ENTIRE FRONT.

ROOF

NO. **D-554**

ORDER NO. 42647

DATE 12-28-1929

6 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL) **FORT ADAMS.**

IMPRINT      MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 6043-29

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

ADV

SIGN HERE.



YOUR ORDER AS  
MEMORANDUM  
ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IF THESE TITLES AND COLOR DESCRIPTIONS,  
Etc., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. D-555

ORDER NO. 42664

DATE 12-30-1929

12 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL) SOUVENIR FOLDER OF THE  
CATSKILL MOUNTAINS, N.Y.  
WAY UP IN THE KILLS.

IMPRINT

SAME AS ABOVE

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 66714

ROOF

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IF THESE TITLES AND COLOR DESCRIPTIONS,  
Etc., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. XX D-555

ORDER NO. 42664

DATE 12-30-1929

12 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL) VALLEY VIEW FROM EAST  
WINDHAM.

IMPRINT

MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 58062

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

ADV

SIGN HERE

1-2



Large photo drawing

YOUR ORDER AS  
MEMORANDUM  
ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
SET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN 10 DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

AMERICAN ART POST CARD CO.,  
BROOKLINE, MASS.

NO. D-556

ORDER NO. 42692

DATE 1-2-30-1930

6 M COLORED COVERS FOR DUOTONE BOOK FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL) SOUVENIR VIEW BOOK OF THE  
WHITE MOUNTAINS, N.H.  
CONTAINING THE PRINCIPAL VIEWS OF  
THE FRANCONIA NOTCH, CRAWFORD NOTCH,  
MT. WASHINGTON, BRETTON WOODS THE  
CONWAY REGION, LOST RIVER, ETC.  
PARADISE FALLS, JACOB'S LADDER.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SEE

REMARKS

OLD MAN OF THE MTS. X

BUILDINGS

USE PHOTOS NO. 63003, 61922 & 100165.

ROOF

WE ACKNOWLEDGE WITH THANKS AND ACCEP  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
SET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN 10 DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

AMERICAN ART POST CARD CO.,  
BROOKLINE, MASS.

NO. D-556

ORDER NO. 42692

DATE 1-2-1930

6 M COLORED COVERS FOR DUOTONE BOOKS BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL) MT. WASHINGTON FROM  
BRETTON WOODS. X

IMPRINT MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. A-82072

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

LV

SIGN HERE

ADV

Large photo drawing



OUR ORDER AS  
MEMORANDUM  
DESCRIPTIONS,  
NOT RETURNED  
PROCEED WITH THE

Y INC.  
LYD, CHICAGO, ILL.

GENTLEMEN:-  
PER ATTACHED  
OF YOUR ORDER  
IT IS ABSOLUTELY NECESSARY  
ETC., AND RETURN THIS SHEET WITH  
IN SIX DAYS WE WILL CONSIDER  
WORK.

WE ACKN

RECEIVED

SPECIFIC

ORDER

NO.

DATE

BY

SIGNATURE

NAME

ADDRESS

CITY

STATE

ZIP

PHONE

TELETYPE

RADIO

WIRE

MAIL

EXPRESS

COURIER

TRUCK

SHIP

RAIL

BOAT

AIR

SEA

LAND

WATER

ROAD

RAIL

BOAT

AIR

SEA

LAND

WATER

ROAD

RAIL

BOAT

AIR

SEA

LAND

WATER

ROAD

RAIL

BOAT

AIR

SEA

LAND

WATER

ROAD

RAIL

BOAT

AIR

SEA

LAND

WATER

ROAD

RAIL

BOAT

AIR

SEA

LAND

WATER

ROAD

RAIL

BOAT

AIR

SEA

LAND

WATER

ROAD

RAIL

BOAT

AIR

SEA

LAND

WATER

ROAD

RAIL

BOAT

AIR

SEA

LAND

WATER

ROAD

RAIL

BOAT

AIR

SEA

LAND

WATER

ROAD

RAIL

BOAT

AIR

SEA

PUBLISHED BY DESERET BOOK COMPANY,  
SALT LAKE CITY, UTAH.

DATE 12-31-1929

6 M VIEW CARDS SIZE 7 XII

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE ON FRONT  
TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE  
IMPRINT SAME AS ABOVE

TITLE - THE SEVEN PRESIDENTS  
OF THE MORMON CHURCH, SALT LAKE  
CITY, UTAH.

COLOR DESCRIPTION SEE  
BUILDINGS USE PHOTO NO. 4940-29

ROOF  
TRIMMINGS

REMARKS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

SIGN HERE

ADV

NO. D-557

ORDER NO. 42686



YOUR ORDER AS  
MEMORANDUM  
ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER WITH ENCLOSURE. THESE TITLES AND COLOR DESCRIPTIONS,  
IF RETURNED WITH YOUR SIGNATURE AFFIXED AT ONCE, IF NOT RETURNED  
SET WITH YOUR SIGNATURE AFFIXED AT ONCE, IF NOT RETURNED  
SIDER THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER WITH ENCLOSURE. THESE TITLES AND COLOR DESCRIPTIONS,  
IF RETURNED WITH YOUR SIGNATURE AFFIXED AT ONCE, IF NOT RETURNED  
SET WITH YOUR SIGNATURE AFFIXED AT ONCE, IF NOT RETURNED  
SIDER THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY J.L.ROBBINS CO.,  
SPOKANE, WASH.

NO. D-558

ORDER NO. 42722

DATE 12-2-1930

12 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL) SOUVENIR OF  
SPOKANE, WASHINGTON.

IMPRINT SAME AS ABOVE

PAULSEN MEDICAL AND DENTAL BUILDING.

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 6232-29  
MAKE BUILDING AS LARGE AS POSSIBLE.

ROOF

NO. D-558

ORDER NO. 42722

DATE 1-2-1930

12 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL) RIVERSIDE AVENUE.

IMPRINT MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

XXXXXXXXXX USE NEW PHOTO.

ROOF

AS PER TISSUE ATTACHED

TRIMMINGS

PHOTO PROPERTY OF C. T. & Co.-CUSTOMER

LV

ADV

SIGN HERE

JAN 20 1930



*100 Stork  
6/18/31*

WE ACKNOWLEDGE WITH THANKS AND ACCEPT YOUR ORDER AS SPECIFICATIONS AND CONDITIONS ON THE MEMORANDUM ORDER HEREWITH ENCLOSED. THESE TITLES AND COLOR DESCRIPTIONS, ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED WITHIN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

GENTLEMEN,  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS, ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED WITHIN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

SCENIC ART SERIES, B.S. REYNOLDS CO., PUBLISHERS  
WASHINGTON, D.C.

NO. D-559  
ORDER NO. 42728

DATE 1-2-1930

24 M ART VIEWS SIZE 3 1-2 X 5 1-2 FULL-FACED

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE ON FRONT

TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 115

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE IMPRINT -R-35

TITLE - ARLINGTON MEMORIAL BRIDGE  
LINCOLN MEMORIAL AND WASHINGTON  
MONUMENT, WASHINGTON, D.C.

COLOR DESCRIPTION

SEE

BUILDINGS

AS PER TISSUE ATTACHED.

ROOF

TRIMMINGS

*Photo in 2A-H14*

REMARKS

R.M.

*photo ret. to  
cust. 2.15.30.*

PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

LV

ADV

SIGN HERE



YOUR ORDER AS  
MEMORANDUM  
R DESCRIPTIONS  
IF NOT RETURNED  
PROCEED WITH THE

WE ACKNOWLEDGE WITHIN  
SPECIFICATIONS AND CONC  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O.K. THE  
Etc. RETURN THIS INFORMATION CO.  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CO.  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

SCENIC ART SERIES. B.S. REYNOLDS CO., PUBLISHERS,  
WASHINGTON, D.C.

NO. D-560

ORDER NO. 42728

DATE 1-2-1930

12 M ART VIEWS SIZE 3 1-2 X 5 1-2 FULL-FACED

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE ON FRONT

TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 115

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE IMPRINT- R-36

TITLE - LINCOLN MEMORIAL AT  
NIGHT, WASHINGTON, D.C.

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 87606.

ROOF

MAKE NIGHT SCENE. AS PER COPY ATTACHED.

TRIMMINGS

PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

LV

ADV

SIGN HERE

R-1-7

TYPE IN HERE

19-7



YOUR ORDER AS  
MEMORANDUM  
ON THE  
ENCLOSURE  
WITH THESE TITLES AND COLOR DESCRIPTIONS.  
IF NOT RETURNED  
WITHIN 30 DAYS  
YOUR ORDER WILL BE  
CANCELED AND THE  
MONEY REFUNDED.  
IF YOU WISH TO  
PROCEED WITH THE  
ORDER, PLEASE  
RE-ORDER WITHIN  
30 DAYS.

VERY TRULY  
YOURS  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

**X SCENIC ART SERIES, B.S. REYNOLDS CO.,  
PUBLISHERS, WASHINGTON, D.C.**

NO. **D-561**

ORDER NO. **42728**

DATE **1-2-1930**

**12 M ART VIEWS SIZE 3 1-2 X 5 1-2 FULL-FACED**

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE **ON FRONT**

TITLE (IN FULL)

FRONT NO. **115**

IMPRINT **SAME AS ABOVE**

**PRIVATE NO. BEFORE IMPRINT -R37**

**TITLE - WASHINGTON MONUMENT AT  
NIGHT, WASHINGTON, D.C.**

**R.M.**

COLOR DESCRIPTION SEE

BUILDINGS

**USE PHOTO NO. R-23279. AS PER COPY ATTACHED.**

ROOF

**MAKE NIGHT SCENE.**

TRIMMINGS

REMARKS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

ADV

SIGN HERE



19

YOUR ORDER AS  
MEMORANDUM  
THANKS AND ACCEPT  
CONDITIONS ON THE  
ORDER HEREIN. YOU  
CLOSE THESE TITLES AND COLOR DESCRIPTIONS.  
IT IS ABSOLUTELY NECESSARY THAT YOUR SIGNATURE BE AFFIXED AT ONCE. IF NOT RETURNED  
ET AL. WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

GENTLEMAN,  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY NECESSARY THAT YOUR SIGNATURE BE AFFIXED AT ONCE. IF NOT RETURNED  
ET AL. WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

SCENIC ART SERIES, B.S. REYNOLDS CO., PUBLISHERS,  
WASHINGTON, D.C.

NO. D-562

ORDER NO. 42728

DATE 1-2-1930

24 M MXX ART VIEWS SIZE 3 1-2 X 5 1-2 FULL-FACED

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE ON FRONT  
TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 115

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE IMPRINT -R-38

TITLE - THE LINCOLN MEMORIAL AND  
JAPANESE CHERRY BLOSSOMS,  
WASHINGTON, D.C.

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

TOUCH OUT BLDG. AT RIGHT AS MARKED ON PHOTO.

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

LV

ADV

SIGN HERE



6

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS, AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

GENTLEMEN-  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY  
ETC., AND RETURN  
IN SIX DAYS WE  
WORK.

YOUR ORDER AS  
MEMORANDUM

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

3

NO. D-563-29

SCENIC ART SERIES, B.S. REYNOLDS CO., PUBLISHERS,  
WASHINGTON, D.C.

ORDER NO. 42728

DATE 1-2-1930

24 M ART VIEWS SIZE 3 1-2 X 5 1-2 FULL-FACED

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE	ON FRONT	FRONT NO.	115
TITLE (IN FULL)		IMPRINT	SAME AS ABOVE
		PRIVATE NO. BEFORE IMPRINT	-R-39
		TITLE -	UNION STATION AND
		COLUMBUS MEMORIAL FOUNTAIN,	
		WASHINGTON, D.C.	R.M.
COLOR DESCRIPTION	SEE	REMARKS	
BUILDINGS	USE PHOTO NO. RC-8494-87193		
ROOF	TAKE OUT ALL OBJECTS AS MARKED ON PICTURE ATTACHED.		
TRIMMINGS			
PHOTO PROPERTY OF C. T. & CO.-CUSTOMER			
LV		ADV	
SIGN HERE _____			



YOUR ORDER AS  
MEMORANDUM  
CATIONS AND CONDITIONS ON THE  
HEREWITH ENCLOSED.  
RY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
WITH OUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
DER THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

AMERICAN ART POST CARD CO.,  
BROOKLINE, MASS.

NO. D-564

ORDER NO. 42734

DATE 1-2-1930

12 M LARGE FOLDER COVERS FRONT

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE

TITLE (IN FULL)

SOUVENIR OF THE PINE  
TREE STATE MAINE

FRONT NO

IMPRINT

SAME AS ABOVE

(ALL OF THIS ON THE ADDRESS SIDE)

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE SAME PHOTO AS USED ON FRONT OF COVER NO. N-4136

WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

AMERICAN ART POST CARD CO.,  
BROOKLINE, MASS.

NO. D-564

ORDER NO. 42734

DATE 1-2-1930

12 M LARGE FOLDER COVERS BACK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE

TITLE (IN FULL)

MT. KATAHDIN, 5273 FT.  
LOFTIEST PEAK IN MAINE.

FRONT NO.

IMPRINT

MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

(ALL OF THIS ON THE ADDRESS SIDE)

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. A-4830-29

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

SIGN HERE

JAN 11 1930

ADV



GENTLEMEN, WE ACKNOWLEDGE YOUR ORDER, AND ACCEPT THE SPECIFICATIONS AND CONDITIONS ON THE ATTACHED PER SHEET HEREWITH ENCLOSED. YOUR ORDER IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS, ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED WITHIN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

F. E. BELL, LEXINGTON, MICH.		NO. D-565	
DATE 1-6-1930		ORDER NO. 42808	
6 M LARGE FOLDER COVERS		FRONT	
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE			
TITLE (IN FULL) SCENES ALONG LAKE MICHIGAN AND HIGHWAY		NONE	
MICHIGAN 23		R.M. - MAP	
COLOR DESCRIPTION		SEE	
BUILDINGS		REMARKS	
USE PHOTO NO. 122594. MAKE SHIELD AS PER DUMMY ATTACHED.			
ROOF			
F. E. BELL, LEXINGTON, MICH.		NO. D-565	
DATE 1-6-1930		ORDER NO. 42808	
6 M LARGE FOLDER COVERS		BACK	
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE		FRONT NO.	
TITLE (IN FULL) (NO TITLE)		IMPRINT	
		MADE BY CURT TEICH & CO., CHICAGO, U.S.A.	
COLOR DESCRIPTION		SEE	
BUILDINGS		REMARKS	
USE THE NEW PHOTO.			
ROOF			
TRIMMINGS			
PHOTO PROPERTY OF C. T. & CO.—CUSTOMER			
LV		ADV	
SIGN HERE			



WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE THE SPECIFICATIONS AND CONDITIONS ON THE ORDER AND THE MEMORANDUM ATTACHED HERETO. IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS, ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

CURT TEICH & CO.,  
CHICAGO, ILL.

NO. D-566

ORDER NO. 42760

DATE 1-3-1930

M 1-HAND COLORED PROOF

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE AS PER LAYOUT

TITLE (IN FULL) H.P. HOOD & SONS  
500 RUTHERFORD AVE.  
BOSTON, MASS.  
(ETC. AS PER LAYOUT)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

IMPRINT D-566

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

AS PER LAYOUT ATTACHED.

ROOF

TRIMMINGS

Give letter head same treatment  
as on Packard letter head, but tope in  
colors. (see sample)

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

COMPLETED

SIGN HERE

X ADV

WANTED

RETAINED FOTO

BLACK & W. PROOF

HAND COLORED PROOF

SUBMIT TO OFFICE



GENTLEMEN: WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE THE SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. THESE TITLES AND COLOR DESCRIPTIONS, IF NOT RETURNED TO US WITHIN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE THE SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. THESE TITLES AND COLOR DESCRIPTIONS, IF NOT RETURNED TO US WITHIN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. D-567

ORDER NO. 42821

DATE 1-7-1930

24 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE

TITLE (IN FULL) SOUVENIR FOLDER OF THE  
MOHAWK TRAIL, MASS.  
THE ELK OVERLOOKING DEERFIELD VALLEY.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

IMPRINT SAME AS ABOVE

R.M.

COLOR DESCRIPTION SEE

BUILDINGS USE PHOTO NO. 92-30.

ROOF

REMARKS

C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. D-567

ORDER NO. 42821

DATE 1-7-1930

24 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE

TITLE (IN FULL) HAIRPIN TURN.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

IMPRINT MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

R.M.

COLOR DESCRIPTION SEE

BUILDINGS USE PHOTO NO. 89-30

ROOF

TRIMMINGS

REMARKS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

ADV

SIGN HERE

X 1-7



WE ACKNOWLEDGE WITH THANKS AND ACCEPT, <sup>P</sup>E  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

VERY TRULY  
CURT TEICH ■ COMPANY INC.  
1735-1751 IRVING PARK BLVD. CHICAGO, ILL.

NO. **D-568**

ORDER NO. 42881

1-8-1930

DATE \_\_\_\_\_

6 M LARGE FOLDER COVERS

FRONT

PLACE OF TITLE

TITLE (IN FULL) SOUVENIR OF SPRINGFIELD,  
MO.

'THE HEART OF THE OZARKS'  
GREENE COUNTY COURT HOUSE.

FRONT NO.

IMPRINT                NONE

R.M.

### COLOR DESCRIPTION

SEE

BUILDINGS

USE PHOTO NO. 55526

ROOF

REMARKS

NO. **D-568**

ORDER NO. 42881

DATE 1-8-1930

6 M LARGE FOLDER COVERS

**BACK**

PLACE OF TITLE

TITLE (IN FULL) DAM AND BALLS OF LAKE  
TANEYCOMO, SOUTH OF SPRINGFIELD, MO

FRONT NO.

IMPRINT    MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

R.M.

### COLOR DESCRIPTION

SEE

BUILDINGS

USE PHOTO NO. ~~EX382~~ 65677

ROOF

## TRIMMINGS

REMARKS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

ADV

SIGN HERE \_\_\_\_\_



WE ACKNOWLEDGE WITH THANKS AND ACCEPT SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS, ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

YOUR ORDER AS MEMORANDUM  
GENTLEMEN:-  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY  
ETC., AND RETURN  
IN SIX DAYS WE  
WE WILL CONSIDER  
THIS INFORMATION  
CORRECT AND PROCEED  
WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

YOUR ORDER AS MEMORANDUM  
GENTLEMEN:-  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY  
ETC., AND RETURN  
IN SIX DAYS WE  
WE WILL CONSIDER  
THIS INFORMATION  
CORRECT AND PROCEED  
WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY ASHEVILLE POST CARD CO., ASHEVILLE, N.C.		NO. D-569 ORDER No. 42857
DATE 1-7-1930		
12 M LARGE FOLDER COVERS		FRONT
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE	FRONT NO.	
TITLE (IN FULL) SOUVENIR FOLDER OF "THE LAND OF THE SKY"	IMPRINT SAME AS ABOVE	
COLOR DESCRIPTION SEE	REMARKS	
BUILDINGS USE PHOTO NO. 35953	MAKE MOSTLY MOUNTAIN	
ROOF		
TRIMMINGS		
PHOTO PROPERTY OF C. T. & CO.-CUSTOMER		
LV		ADV
SIGN HERE		JAN 22 1930



GENTLEMEN:—  
 I HEREBY  
 ACKNOWLEDGE WITH THANKS AND ACCEPT  
 THE SPECIFICATIONS AND CONDITIONS ON THE  
 ORDER HEREWITH ENCLOSED.  
 IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
 ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
 WITHIN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

NO. D-570  
42867  
ORDER NO.

24 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE

PLACE OF TITLE

FRONT No.

TITLE (IN FULL) BEAUTIFUL SCENES OF  
CLEVELAND, OHIO.  
PUBLIC SQUARE, SHOWING UNION  
TERMINAL BLDG.

IMPRINT SAME AS ABOVE

R.M.

R.M.  
Photo in 690

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 112606. VIEW TO BE ACROSS ENTIRE FRONT.

ROOF

TRIMM

THE BRAUN ART PUBLISHING CO.,  
CLEVELAND, OHIO.

NO. D-570

ORDER NO. 42867

DATE 1-8-1930

24 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL) THE CLEVELAND AIRPORT,  
FOUNTAIN AND MUSEUM OF ART.

IMPRINT MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

R.M.

### COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTOS NO. 5218-29 & 5223-29.

ROOF

TRIMMINGS

photos in 694

PHOTO PROPERTY OF C. T. & Co.—CUSTOMER

LV

ADV

SIGN HERE



YOUR ORDER AS  
MEMORANDUM  
ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
IF NOT RETURNED  
INSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

GENTLEMEN:-  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

S.S.KRESGE CO., FARGO,N.D. DATE 1-13-1930		NO. D-571 ORDER NO. 43013
6 M LARGE FOLDER COVER (ALL OF THIS ON THE PICTURE SIDE)		FRONT (ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE TITLE (IN FULL) SOUVENIR FOLDER OF FARGO,N.D. FRONT- FIRST NATIONAL BANK BUILDING.	FRONT NO IMPRINT NONE	
COLOR DESCRIPTION BUILDINGS ROOF	SEE (USE PHOTO NO. 2054-29 TAKE OUT MEN & CARS.)	REMARKS
S.S.KRESGE CO., FARGO,N.D. DATE 1-13-1930		NO. D-571 ORDER NO. 43013
6 M LARGE FOLDER COVER (ALL OF THIS ON THE PICTURE SIDE)		BACK (ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE TITLE (IN FULL) BROADWAY, LOOKING NORTH.	FRONT NO IMPRINT MADE BY CURT TEICH & CO., CHICAGO,U.S.A.	
COLOR DESCRIPTION BUILDINGS ROOF TRIMMINGS	SEE USE PHOTO NO. 111943. PUT IN MODERN AUTOS.	REMARKS
PHOTO PROPERTY OF C. T. & CO.-CUSTOMER		
LV		JAN 29 1930 ADV
SIGN HERE		



WE ACKNOWLEDGE WITH THANKS AND ACCEPT SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS. RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

WE ACKNOWLEDGE WITH THANKS AND ACCEPT SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS. RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

YOUR ORDER AS MEMORANDUM  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

YOUR ORDER AS MEMORANDUM  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY ASHEVILLE POST CARD CO.,  
ASHEVILLE, N.C.

NO. D-572  
ORDER NO. 42884

DATE 1-8-1930

12 M LARGE FOLDER COVERS FRONT

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE		FRONT NO.	
TITLE (IN FULL)	SOUVENIR FOLDER OF GROVE PARK INN AND VICINITY, ASHEVILLE, N.C. SPRINGTIME, GROVE PARK INN.	IMPRINT	SAME AS ABOVE  R.M.
COLOR DESCRIPTION	SEE	REMARKS	
BUILDINGS	USE NEW PHOTO. COLORS SAME AS VIEW ON BACK OF FOLDER COVER NO. 1525. FLOWERS WHITE DOG WOOD BLOSSOMS.		
ROOF	ROCKS NATURAL COLOR WITH RED ROOF.		
TRIMMINGS			RETURN PHOTO TO MR. DAIR, ASHEVILLE, N.C.

ASHEVILLE POST CARD CO.,  
ASHEVILLE, N.C.

NO D-572  
ORDER NO. 42884

DATE 1-8-1930

12 M LARGE FOLDER COVERS BACK

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE		FRONT NO.	
TITLE (IN FULL)	GROVE PARK INN BY MOONLIGHT.	IMPRINT	NONE  R.M.
COLOR DESCRIPTION	SEE	REMARKS	
BUILDINGS	USE PHOTO NO. 53216-C		
ROOF			
TRIMMINGS			

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV  
SIGN HERE  
JAN 28 1930  
ADV



YOUR ORDER AS  
MEMORANDUM  
ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
NECESSARY THAT YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
INSIDE THIS INFORMATION CORRECT AND PROCEED WITH THE

WE ACKNOWLEDGE WITH THANKS AND ACCEP  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
NECESSARY THAT YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
INSIDE THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

F.W.WOOLWORTH CO.,  
TRAVERSE CITY, MICH.

DATE 1-9-1930

6 M LARGE FOLDER COVERS.

FRONT

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL) SOUVENIR FOLDER OF TRAVERSE CITY, MICH.

IMPRINT NONE

THE BIRCHES ON LAKE LEELANAU.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

ROOF

(USE PHOTO NO. A-118-30)

NO. D-573

ORDER NO. 42892

F.W.WOOLWORTH CO.,  
TRAVERSE CITY, MICH.

DATE 1-9-1930

6 M LARGE FOLDER COVERS.

BACK.

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL) FRONT STREET.

IMPRINT MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

(USE PHOTO NO. 121-30)

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

SIGN HERE

JAN 27 1930

ADV



ADV



PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTE  
ETC., AND RETURN  
IN SIX DAYS WE  
WORK.

YOUR  
MEMORANDUM

TITLES AND COLOR DESCRIPTIONS  
AFFIXED AT ONCE IF NOT RETURNED  
THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

SCENIC ART SERIES, B.S. REYNOLDS CO.,  
PUBLISHERS, WASHINGTON, D.C.

NO. D-575

ORDER NO. 42917

DATE 1-9-1930

12 M ART VIEWS SIZE 3 1/2 x 5 1/2

FULL-FACED.

PLACE OF TITLE ON FRONT  
TITLE (IN FULL)

FRONT NO 115  
IMPRINT SAME AS ABOVE.  
PRIVATE NO. BEFORE IMPRINT - R-40  
TITLE - THE CAPITOL FROM THE WEST,  
WASHINGTON, D.C.  
R.M.

COLOR DESCRIPTION SEE

REMARKS

BUILDINGS

USE PHOTO NO. 70549

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

SIGN HERE

ADV



WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE THE SPECIFICATIONS AND CONDITIONS ON THE ORDER. IT IS ABSOLUTELY NECESSARY THAT YOU O.K. THESE TITLES AND COLOR DESCRIPTIONS, ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

YOUR ORDER AS MEMORANDUM

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

SCENIC ART SERIES. B.S.REYNOLDS CO.,  
PUBLISHERS, WASHINGTON, D.C.

NO. D-576

ORDER NO. 42917

DATE 1-9-1930

12 M ART VIEWS SIZE 3 1/2 X 5 1/2 FULL-FACED.

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE ON FRONT.

TITLE (IN FULL)

IN PLATE;- (C) B.S.REYNOLDS CO.

COLOR DESCRIPTION SEE

BUILDINGS USE PHOTO NO. 88962.

ROOF

TRIMMINGS

FRONT NO. 115

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE IMPRINT - R-41

TITLE- AEROPLANE VIEW OF MEMORIAL  
AMPHITHEATRE, ARLINGTON, VA. FROM  
THE EAST.

REMARKS R.M.

(ALL OF THIS ON THE ADDRESS SIDE)

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

ADV

SIGN HERE



WE ACKNOWLEDGE WITH THANKS AND ACCEPT YOUR ORDER AS SPECIFICATIONS AND CONDITIONS ON THE MEMORANDUM ORDER HEREWITH ENCLOSED. IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS, ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN 10 DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

HALLOCKS JEWELRY STORE,  
WYALUSING, PA.

NO. D-577  
ORDER NO. 42937

DATE 1-10-1930

6 M ART VIEWS SIZE 7 X 11  
(ALL OF THIS ON THE PICTURE SIDE)

FULL-FACED.

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

TITLE (IN FULL)

FRONT NO. NONE

IMPRINT NONE

TITLE- WYALUSING ROCKS, 505 E FEET  
ABOVE SUSQUEHANNA RIVER, WYALUSING,  
PA.

PRINT SUBJECT NO. ON FRONT. D-577

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

ROOF

TRIMMINGS

PUT CLOUDS IN SKY. THE DIRECTION IS SOUTH SO A SUNSET IS NOT RIGHT.

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

ADV

SIGN HERE

JAN 15 1930



WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE

GENTLEMEN:-  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY NECESSARY  
ETC. RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE.  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

YOUR ORDER AS  
MEMORANDUM  
VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY HARRY F. BEACH, INC.,  
JOLIET, ILL.

NO. D-578

ORDER NO. 42966

DATE 1-13-1930

6 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL)

SOUVENIR OF JOLIET, ILL.

IMPRINT

SAME AS ABOVE

COURT HOUSE.

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. A-68677. SHOW COURT HOUSE ONLY.

ROOF

TAKE OUT PEOPLE & CAR AS MARKED ON CARD ATTACHED.

NO. D-578

ORDER NO. 42966

PUBLISHED BY HARRY F. BEACH, INC.,  
JOLIET, ILL.

DATE 1-13-1930

6 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL)

RUSTIC BRIDGE AND SPRING

IMPRINT

MADE BY CURT TEICH & CO.,

HOUSE, WEST PARK.

CHICAGO, U.S.A.

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 37209

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

ADV

SIGN HERE

1-14  
X



GENTLEMEN:-  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

YOUR ORDER AS  
MEMORANDUM

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

MADERA MOUNTAIN CLUB,  
DALLAS, TEXAS.

DATE 1-10-1930

12 M 500 OFFSET FOLDERS E-2 1/2 - 69 SIZE 6 7/8 X 9 1/4 Folded to 4 5/8 X 6 7/8

PLACE OF TITLE AS PER LAYOUT

TITLE (IN FULL) MADERA MOUNTAIN CLUB,  
INCORPORATED (ETC. AS PER LAYOUT)

FRONT NO.

IMPRINT C.T. D-579

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

COLORS AS PER COLORED PICTURE.

ROOF

TRIMMINGS

RETURN PHOTOGRAPH

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

SIGN HERE

X ADV

WANTED

RETURNED PHOTO  
PLACE IN PROOF  
OFFICE

11/17/30



Think  
Intelligently

Verbal orders are n

Attention: ME  
Dept. & T

IMPOF

M  
OR  
PLA

cop

be  
sug  
and  
a v  
l

Form No. 318-8-27

D-579

MAKEOVER

MAKEOVER

MAKEOVER

MAKEOVER

MAKEOVER

MAKEOVER

MAKEOVER

RUSH

BLUETRINT

Order 42960

WANTED  
RETOUCHED FOTO  
BLACK & W. PROOF  
HAND COLORED PROOF  
SUBMIT TO OFFICE



7

GENTLEMEN-  
WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE  
YOUR ORDER AS  
PER ATTACHED  
SPECIFICATIONS AND CONDITIONS ON THE  
MEMORANDUM  
OF YOUR TOTAL  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
YOURS,  
CURT TEICH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

2

NO. D-580  
ORDER NO. 42963

LONG BRANCH HOTEL,  
ABITA SPRINGS, LA.

DATE 1-10-1930  
1 M  
ARTGRAVURE

PLACE OF TITLE UPPER & LOWER CENTER BORDER  
TITLE (IN FULL) TOP- ST. TAMMANY PARISH WHERE THE  
THE SOUTH IS AT ITS BEST.  
BOT- CENTURY OLD LIVE OAKS, LONG BRANCH  
HOTEL GROUNDS, ABITA SPRINGS, LA.

FRONT NO. 5  
IMPRINT C.T.

COLOR DESCRIPTION SEE REMARKS

BUILDINGS  
ROOF  
TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV  
SIGN HERE  
ADV  
X X

Blueprint  
WANTED  
FOR PHOTO  
PROOF  
TO OFFICE

X



7

GENTLEMEN:-  
PER ATTACHED  
OF OUR TOTAL  
ETC. AND RETURN  
IN SIX DAYS WE  
WORK.

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
THESE TITLES AND COLOR DESCRIPTIONS.  
NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
OUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

LONG BRANCH HOTEL,  
ABITA SPRINGS, LA.

DATE 1-10-1930

1 M

ARTGRAVURE

PLACE OF TITLE UPPER & LOWER CENTER BORDER  
TITLE (IN FULL) TOP- ST. TAMMANY PARISH WHERE  
THE SOUTH IS AT ITS BEST.  
BOT- LONG BRANCH HOTEL GROUNDS, ABITA  
SPRINGS, LA.

FRONT NO. 5

IMPRINT EKKY C.T.

COLOR DESCRIPTION SEE

REMARKS

BUILDINGS

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & Co.-CUSTOMER

LV

SIGN HERE

X ADV

NO. D-581

ORDER NO. 42963

WANTED

RECORDED COPY

BLACK & W. PHOTO

COLORED PROOF

BRING TO OFFICE



YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED THESE TITLES AND COLOR DESCRIPTIONS,  
IT IS ABSOLUTELY NECESSARY THAT YOU ON THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR ORDER AND INFORMATION CORRECT AND PROCEED WITH THE  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

LONG BRANCH HOTEL, ABITA SPRINGS, LA.		NO. D-582
DATE 1-10-1930		ORDER NO. 42963
1 M. ARTGRAVURE (ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE TITLE (IN FULL) BOGUEFALAYE RIVER NEAR ABITA SPRINGS, LA. TOP- ST. TAMMANY PARISH WHERE THE SOUTH IS AT ITS BEST.	FRONT NO. 5 IMPRINT C. T.	
COLOR DESCRIPTION BUILDINGS ROOF TRIMMINGS	SEE	REMARKS
PHOTO PROPERTY OF C. T. & CO.-CUSTOMER		
LV	SIGN HERE	ADV

WANTED

DETACHED FOTO  
TO BE KEPT  
AND COLORED PROOF  
TO BE SENT TO OFFICE



WE ACKNOWLEDGE WITH THANKS AND ACCEPT SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS. ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

GENTLEMEN-  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY  
ETC., AND RETURN  
IN SIX DAYS WE  
WORK.

YOUR ORDER AS  
MEMORANDUM

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

LONG BRANCH HOTEL,  
ABITA SPRINGS, LA.

DATE 1-10-1930

1 M

ART GRAVURE

PLACE OF TITLE UPPER & LOWER CENTER BORDER  
TITLE (IN FULL) TOP- ST. TAMMANY PARISH WHERE  
THE SOUTH IS AT ITS BEST.  
BOT- LONG BRANCH HOTEL, MINERAL WELL  
RENOWNED FOR ITS HEALTH GIVING WATERS,  
ABITA SPRINGS, LA.

FRONT NO 5

IMPRINT C.T.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & Co.-CUSTOMER

LV

SIGN HERE

WANTED

X ADV

RETOUNED FOTO

REUSE & WITNESS

REUSE COLORED PHOTO

REUSE TO OFFICE

Bluebunt



YOUR ORDER AS  
ACKNOWLEDGE WITH THANKS AND ACCEPT  
CONDITIONS AND CONDITIONS ON THE  
MEMORANDUM  
ENCLOSED.  
NECESSARY THAT YOUR SIGNATURE BE AFFIXED AT ONCE. IF NOT RETURNED  
INSIDE THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

FRANK MC DOUGAL,  
SACRAMENTO, CALIF.

NO. D-584  
ORDER NO. 43046

DATE 1-14-1930

12 M LARGE FOLDER COVERS

FRONT

PLACE OF TITLE  
(ALL OF THIS ON THE PICTURE SIDE)  
TITLE (IN FULL) PACIFIC HIGHWAY CALIFORNIA  
SAN FRANCISCO TO CRATER LAKE OREGON.  
MT. SHASTA - 14,162 FT.

FRONT NO.  
(ALL OF THIS ON THE ADDRESS SIDE)  
IMPRINT NONE  
R.M. & MAP

COLOR DESCRIPTION SEE  
BUILDINGS USE NEW PHOTO . VIEW TO BE ACROSS ENTIRE FRONT.  
ROOF AS PER TISSUE ATTACHED.

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
MEMORANDUM  
ENCLOSED.  
NECESSARY THAT YOUR SIGNATURE BE AFFIXED AT ONCE. IF NOT RETURNED  
INSIDE THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

FRANK MC DOUGAL,  
SACRAMENTO, CALIF.

NO. D-584  
ORDER NO. 43046

DATE 1-14-1930

12 M LARGE FOLDER COVERS

BACK

PLACE OF TITLE  
(ALL OF THIS ON THE PICTURE SIDE)  
TITLE (IN FULL) CRATER LAKE, OREGON.

FRONT NO.  
(ALL OF THIS ON THE ADDRESS SIDE)  
IMPRINT MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.  
R.M. & MAP

COLOR DESCRIPTION SEE  
BUILDINGS USE NEW PHOTO. AS PER TISSUE ATTACHED.  
ROOF  
TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

SIGN HERE

ADV



YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O.K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC. AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT. TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

SCENIC ART SERIES. B.S. REYNOLDS CO., PUBLISHERS,  
WASHINGTON, D.C.

NO. D-585  
ORDER NO. 43047

DATE 1-14-1930

24 M VIEW CARDS SIZE 3 1/4 X 5 1/2 FULL FACED.

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE ON FRONT  
TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. E 115  
IMPRINT SAME AS ABOVE  
TITLE: WASHINGTON MONUMENT,  
WASHINGTON, D.C.  
PRIVATE NO. BEFORE IMPRINT. R.H. ✓

COLOR DESCRIPTION SEE

BUILDINGS  
ROOF  
TRIMMINGS  
USE PHOTO NO. 23279.

REMARKS

PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

LV

ADV

SIGN HERE



Think  
Intelligently

PORT TEICH & CO., Inc.  
**HOUSE TELEGRAM**

Act  
Quickly

Verbal orders are not satisfactory. All notices, orders and dispositions of instructions must be given in writing to avoid errors, delays and oversights.

Attention:  
Dept.

MR. ERNST.

Date 2/5/30

Time  
Deliv'd

Time  
Rec'd

IMPORTANT: - Write your remarks on back of this sheet and immediately return to the undersigned.

GRANUCCI HARDWARE COMPANY, Blotter  
ORDER NO. 43065 PLATE NO. D-586

Make the correction as shown on blueprint proof. Additional wording  
must be added at bottom.

Rush a new blueprint proof to us.

AK:EH

Signed

ADVERTISING DEPT.

Form No. 318-8-27-28

D-586

COMPLETED

MAKEOVER

MAKEOVER

MAKEOVER

MAKEOVER

WANTED

RETURNED PHOTO

SLACK & W. PROOF

NEW DEMAND PROOF

SUBMIT TO OFFICE

~~11 Reminded  
Blueprint~~



YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY THE NEFF NOVELTY CO.,  
BHM, CUMBERLAND, MD.

DATE 1-17-1930

NO. ~~D-587~~

ORDER No. 43124

6 M VIEW CARDS 7 X 11

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE ON FRONT

FRONT NO.

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

TITLE; NATIONAL HIGHWAY THRU THE  
NARROWS, CUMBERLAND, MD.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

ROOF

TRIMMINGS

USE PHOTO NO. 108342.

PUT CLOUDS IN SKY.

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

ADV

SIGN HERE

*Rush*

6-19

X



WE ACKNOWLEDGE WITH THANKS AND ACCEPT YOUR ORDER AS MEMORANDUM SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. THESE TITLES AND COLOR DESCRIPTIONS, OF YOUR ORDER, ARE ABSOLUTELY NECESSARY THAT YOU O.K. THESE TITLES AND COLOR DESCRIPTIONS, ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

H. KRAMER & CO.,  
CHICAGO, ILL.

DATE 1-21-1930

12 M500 BLOTTERS WHITE BORDER 3 1-2 X 6 1-4

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE AS PER LAYOUT

TITLE (IN FULL) ~~(XXXXXXXXXXXX)~~ H. KRAMER  
& CO. 21ST AND LOOMIS STREETS

TELEPHONE: CANAL 6214  
CHICAGO, ILLINOIS.  
(ETC. AS PER LAYOUT)

COLOR DESCRIPTION RED TITLES & T.M. EE

USE PHOTO NO. D-589.

BUILDINGS

MAKE VIEW SAME SIZE AS MARKED

ROOF IN RED ON SAMPLE BLOTTER ATTACHED.

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV  
COMPLETED

SIGN HERE

NO. D-588

ORDER NO. 43175

FRONT NO.

IMPRINT C.T.D-588

R.M.  
TAKE OFF R.M. (AS MARKED) AFTER  
6,250 ARE RUN.

REMARKS

SEND TO GORDON FOR IMPRINTING

JAN 21 1930

X ADV

FILE

FILE

WANTED

RETouched FOTO  
BLACK & V. PROOF  
HAND COLORED PROOF  
SUBMIT TO OFFICE

RUSH



Think  
Intelligently

**CURT TEICH & CO., Inc.**  
**HOUSE TELEGRAM**

Act  
Quickly

Verbal orders are not satisfactory. All notices, orders and dispositions of instructions must be given in writing to avoid errors, delays and oversights.

Attention: MESSRS. ERNST  
Dept. & BOCKSTETTE.

Date 2/6/30

Time  
Deliv'd

Time  
Rec'd

IMPORTANT: - Write your remarks on back of this sheet and immediately return to the undersigned.

H. KRAMER & COMPANY  
ORDER NO. 43175  
PLATE NO. D-588

Blotter size  $3\frac{1}{2}$ " x  $6\frac{1}{4}$ ". Make corrections marked on black-and-white proof, and when taking out word "Illinois", Chicago must be centered, but set in Cooper black caps, similar to large blotter which is No. D-589. After making these corrections have a new blueprint made. Proof must be clean and must have present wording as shown on black-and-white proof.

After first blueprint is made also make another blueprint with new wording, and that new wording must be set in same style type and reading matter as on blotter No. D-589.

What customer really wants is some of his blotters with reading matter starting "Your best market for red and yellow metals", and some of the blotters with reading matter "Quality Ingot Metals", These two different reading

Form No. 318-B-27-28

(over)

Signed

D-588

MAKEOVER

MAKEOVER

MAKEOVER

MAKEOVER

MAKEOVER



GENTLEMEN:-  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
PER ATTACHED SPECIFICATIONS AND CONDITIONS ON THE  
OF YOUR TOTAL ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

YOUR ORDER AS  
MEMORANDUM

VERY TRULY  
YOURS,  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

H. KRAMER & CO.,  
CHICAGO, ILL.

NO. D-589

ORDER NO. 43174

DATE 1-21-1930

12<sup>M</sup> 500 BLOTTERS WHITE BORDER SIZE 4 X 9

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE AS PER LAYOUT

TITLE (IN FULL) ~~XXXXXXXXXXXX~~

H. KRAMER & CO. 21ST AND LOOMIS

STREETS TELEPHONE: CANAL 6214

CHICAGO, ILLINOIS.

(ETC. AS PER LAYOUT)

RED TITLES & T.M.

COLOR DESCRIPTION SEE

BUILDINGS

MAKE VIEW SAME SIZE AS SHOWN ON PHOTOGRAPH

ROOF

TRIMMINGS

FRONT NO.

IMPRINT C.T. D-589

R.M.  
TAKE OFF R.M. (AS MARKED) AFTER  
6,250 ARE RUN

REMARKS

SEND TO GORDON FOR IMPRINTING

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

COMPLETED

JAN 23 1930

SIGN HERE

X ADV

FILE

To Mr. News

RU 11

WANTED  
RETURNED BY  
MAIL & M. B. B. B.  
BY MAIL TO OFFICE

FILE



Think  
Intelligently

**CURT TEICH & CO., Inc.**  
**HOUSE TELEGRAM**

Act  
Quickly

Verbal orders are not satisfactory. All notices, orders and dispositions of instructions must be given in writing to avoid errors, delays and oversights.

Attention: MESSRS. ERNST  
Dept. & BOCKSTETTE.

Date 2/6/30

Time  
Deliv'd

Time  
Rec'd

IMPORTANT: . . Write your remarks on back of this sheet and immediately return to the undersigned.

H. KRAMER & COMPANY  
CHICAGO

ORDER NO. 43174 PLATE NO. D-589 SIZE 4"x 9"

Note corrections marked on black-and-white proof. Be sure that these corrections are properly made. Customer requests that word "Chicago" be brought out in a larger type. It would be very advisable to set word "Chicago" in Cooper black caps same size as type as is now set in Goudy.

After these corrections are made in type have one blueprint made of present reading matter.

Customer desires to have some of his blotters appear with same reading matter as shown on blotter No. 588. This reading matter on the large blotter must be set in exactly the same proportion and position. It might be necessary to widen this reading matter on the large blotter, because that space seems

Form No. 318-8-27-28

(over)

Signed

MAKEOVER

MAKEOVER

MAKEOVER

MAKEOVER



BLUE PRINT O.K. W.G.  
APR 25 1930

YOUR ORDER AS  
MEMORANDUM  
CATIONS AND CONDITIONS ON THE  
HEREWITH ENCLOSED.  
RY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
PER THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

SUL ROSS STATE TEACHERS COLLEGE, ALPINE, TEXAS.		NO. D-590 ORDER No. 43187
DATE 1-21-1930		
12 M LARGE FOLDER COVERS		FRONT
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE	FRONT NO.	
TITLE (IN FULL) SOUVENIR FOLDER OF ALPINE, TEXAS (ELEVATION 4600 FEET) MITRE PEAK NEAR ALPINE. IN THE HEART OF THE TEXAS ROCKIES.	IMPRINT NONE	
COLOR DESCRIPTION SEE	REMARKS	
BUILDINGS USE NEW PHOTO.		

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
MEMORANDUM  
CATIONS AND CONDITIONS ON THE  
HEREWITH ENCLOSED.  
RY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
PER THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

SUL ROSS STATE TEACHERS COLLEGE, ALPINE, TEXAS.		NO. D-590 ORDER No. 43187
DATE 1-21-1930		
12 M LARGE FOLDER COVERS		BACK
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE	FRONT NO.	
TITLE (IN FULL) THE CITY OF ALPINE FROM THE SUL ROSS CAMPUS.	IMPRINT MADE BY CURT TEICH & CO., CHICAGO, U.S.A.	
COLOR DESCRIPTION SEE	REMARKS	
BUILDINGS USE NEW PHOTO.		
ROOF		
TRIMMINGS		
PHOTO PROPERTY OF C. T. & CO.-CUSTOMER		
LV	SIGN HERE	ADV

18-19

FEB 3 - 1930



BLUE PRINT O.K.  
JAN 27 1932

DIAL NO. **D-591** ORDER NO. **58379** DATE **1-5-1932**

CUSTOMER **GARST BROS. DAIRY,  
ROANOKE, VA.**

DEPT. RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for this Customer

**12 M ENVELOPES 6 1/2** SIZE **MAKEOVER**

PLACE OF TITLE: Upper, Lower, Left, Center—Border—Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full **SCENES FROM GARST BROS. MODERN PLANT**

SUB TITLES: **BOTTLE FILLING DEPARTMENT. BOTTLE WASHING DEPARTMENT. LABORATORY. RECEPTION ROOM. MAIN PLANT AND OFFICES.**

FRONT NO. **none** (All of this on address side) R. M. ☒ Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

**IMPRINT: LITHO BY CURT TEICH & CO., INC., CHICAGO, U.S.A. D-591**

**6,000 ENVELOPES TO HAVE WINDOW.**

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing Follow Layout

**USE PHOTOS NO. D-591 AND NEW PHOTO OF PLANT. USE SAME LAYOUT AS BEFORE, USING NEW PHOTO OF PLANT IN PLACE OF ONE NOW USED.**

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. Screen 120

Dry — Wet — Pancromatic — Color Separation. Screen 133

Transfer — Paper Process — New Process. Screen 150

Stripping — White Border — Full Face. Screen 175

Blue Print — ~~Black & White~~ Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

**COLORS SAME AS ON D-591.**

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip to Size	Double Print	Reverse Position	Reverse Color	San Day

SIZE WIDE HIGH. SAME SIZE

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT WITH LINE - WITHOUT LINE - SPECIAL BORDER.

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip to Size	Double Print	Reverse Position	Reverse Color	San Day

SIZE WIDE HIGH. SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR SOLID METAL - FLUSH TOP - FLUSH BOTTOM FLUSH SIDES - FLUSH ALL AROUND UNMOUNTED WITH BEARERS CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK

ELECTROTYPES EACH OF ON WOOD METAL.

RETURN PHOTO NO. 46

*Bring Neg to Slan when shipped*

**USE PART OF OLD COLOR PLATES**

**LARGE PHOTO VPSTAIRS**

PHOTO RETURNED TO PHOTO USED FOR



BLUE PRINT O. K. *AKB*

MAR 31 1930

*D-591*

**CURT TEICH & C**  
**HOUSE TELEGRAM**

Act  
Quickly

not satisfactory. All notices, orders and dispositions of instructions must be given in writing to avoid errors, delays and oversights.

ion:

MR. ERNST

Date

3/10/30

Time  
Deliv'd

Time  
Rec'd

IMPORTANT: - Write your remarks on back of this sheet and immediately return to the undersigned.

GARST BROS. DAIRY, INC.  
ORDER NO. 43199  
PLATE NO. D-591  
ENVELOPE SIZE 6 $\frac{3}{4}$

**MAKEOVER**

There is one change to be made in reading matter on this subject, which please make and rush a blueprint to us.

On return address make figures read 1108-14 Salem Ave., W.

AK:EH

Signed

ADVERTISING DEPT.

Form No. 318-B-27-28

**MAKEOVER**

**MAKEOVER**

**MAKEOVER**

*Blue Print*

**WANTED**  
ETCHED FOTO .....  
BLACK & W. PROOF .....  
HAND COLORED PROOF .....  
SUBMIT TO OFFICE



YOUR ORDER AS  
MEMORANDUM  
WITH THANKS AND ACCER-  
NS AND CONDITIONS ON THE  
WITH ENCLOSED.  
AT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

GARST BROS. DAIRY INC., ROANOKE, VA.		NO. <del>8585X</del> D-591
DATE 1-21-1930		ORDER NO. 43199
12 M 500 WENDOW ENVELOPES SIZE 6 3-4		
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE AS PER LAYOUT	FRONT NO	
TITLE (UNT) GARST BROS. DAIRY, INC. ETC.	IMPRINT C.T. D-591	
SUB TITLES UNDER VIEWS: MAIN PLANT AND OFFICES. BOTTLE WASHING DEPARTMENT. BOTTLE FILLING DEPARTMENT. RECEPTION ROOM. LABORATORY.	R.M.	
COLOR DESCRIPTION SEE	REMARKS	
BUILDINGS USE PHOTOS NO. D-592.		
ROOF BE SURE TO MAKE THE MAIN PLANT LARGER THAN THE OTHER VIEWS	MR. SLADEK - SUBMIT SKETCH TO KUBRICHT FOR OK	
TRIMMINGS		
PHOTO PROPERTY OF C. T. & Co.-CUSTOMER		
COMPLETED		X ADV

1716  
RUSH

WANTED  
RETURNED FOTO  
BLACK & W. PROOF  
HAND COLORED PROOF  
SUBMIT TO OFFICE



YOUR ORDER AS  
MEMORANDUM  
DESCRIPTIONS  
NOT RETURNED  
AND PROCEED WITH THE

WE ACKNOWLEDGE  
SPECIFIC INSTRUCTIONS  
OF YOUR TOTAL  
ORDER HEREWITH  
IT IS ABSOLUTELY NECESSARY THAT YOU  
ETC., AND RETURN THIS SHEET WITH YOUR  
IN SIX DAYS WE WILL CONSIDER THIS INFO  
WORK.

VERY TRULY  
YOURS,  
CARTER TEICH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

GARST BROS. DAIRY INC.,  
ROANOKE, VA.

NO. D-592

ORDER NO. 43198

DATE 1-21-1930

6 M LETTERHEADS SIZE 8 1-2 x 11 GROUP

PLACE OF TITLE AS PER LAYOUT

TITLE (IN FULL) GARST BROS. DAIRY, INC. ETC.  
SUB TITLES UNDER VIEWS:  
MAIN PLANT AND OFFICES.  
BOTTLE WASHING DEPARTMENT  
BOTTLE FILLING DEPARTMENT.  
RECEPTION ROOM. LABORATORY.

FRONT NO.  
IMPRINT NONE

FILE  
R.M.

1 Photo used  
for D-2154

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

ROOF

TRIMMINGS

COLORS & INSTRUCTIONS AS PER BACK OF PHOTOS.

COLOR OF BRICK IN MAIN PLANT NO. 9 ETC.

COLOR OF BUTTER & CHEESE BOX AS PER  
SAMPLE

BE SURE THE MAIN PLANT IS  
MADE LARGER THAN OTHER VIEWS

MR. SLADEK SUBMIT SKETCH TO MR.  
KUBRICHT FOR O.K.

Add cream line to quart milk bottle

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

COMPLETED

SIGN HERE

X ADV

WANTED

RETOUCHED FOTO

BLACK & W. PROOF

HAND COLORED PROOF

SUBMIT TO OFFICE



Think  
Intelligently

**CURT TEICH & CO., Inc.**  
**HOUSE TELEGRAM**

Act  
Quickly

Verbal orders are not satisfactory. All notices, orders and dispositions of instructions must be given in writing to avoid errors, delays and oversights.

Attention:  
Dept.

Date

3/10/30

Time  
Deliv'd

Time  
Rec'd

IMPORTANT: - Write your remarks on back of this sheet and immediately return to the undersigned.

GARST BROS. DAIRY, INC.  
ORDER NO. 43198  
PLATE NO. D-592  
LETTERHEAD SIZE 8½"x 11"

**MAKEOVER**

593

There is a radical change to be made on the layout of wording which appears on letterhead. See customer's suggested copy. He wants his name GARST BROS. DAIRY, INC. to be at top of letterhead. It would be very advisable to hand letter this letterhead. However, if you cannot hand letter it, it could be set in Goudy bold caps and small caps. Then set the part of wording on one side of picture and balance on other side, following suggested copy as given by customer.

MR. SLADEK: Before sending the black-and-white proof to Mr. Ernst for photographing into blueprint submit to the Advertising Dept. for okeh.

Form No. 318-B-27-28

AK:EH

Signed ADVERTISING DEPT.

BLUE PRINT O. K. *AK*  
MAR 31 1930

**MAKEOVER**

**WANTED**  
ETCHED FOTO \_\_\_\_\_  
BLACK & W. PROOF \_\_\_\_\_  
HAND COLORED PROOF \_\_\_\_\_  
SUBMIT TO OFFICE \_\_\_\_\_



9

WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE THE RECEIPT OF YOUR ORDER AS SPECIFIED HEREWITH ENCLOSED. IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS, ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT. TEICH & COMPANY INC.  
1725-1755 IRVING PARK BLVD. CHICAGO, ILL.

Calhoun Pharmacy MAYVILLE, N.Y. DATE 1-22-1930		NO. D-593 ORDER NO. 43225
3 M (ALL OF THIS ON THE PICTURE SIDE)		ARTGRAVURE (White Border) (ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE TITLE (IN FULL)	UPPER BORDER CHAUTAUQUA COUNTY COURT HOUSE, MAYVILLE, N.Y.	FRONT NO. X I IMPRINT NONE
COLOR DESCRIPTION BUILDINGS TRIMMINGS	SEE LIGHT GRAY STONE SILVER, DARK RED ROOF. GRAY STEPS, DARK SASH. BLACK CANNON, GRAY MOUNT. BLDG. ON RIGHT LIGHT BROWN, RED ROOF. GRAY COLUMNS & STEPS. REMOVE POLDS & WIRES.	REMARKS
PHOTO PROPERTY OF C. T. & CO.—CUSTOMER		
LV		ADV
SIGN HERE		

TYPE in Hand



YOUR ORDER AS  
MEMORANDUM  
GENTLEMEN:-  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY  
ETC., AND RETURN  
IN SIX DAYS WE  
WORK.

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.

IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
YOURS,  
CURTIS TEICH & COMPANY, INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

CALHOUN PHARMACY,  
MAYVILLE, N.Y.

NO. D-594

ORDER NO. 43225

DATE 1-22-1930

3 M

ARTGRAVURE

*(White Border)*

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER BORDER  
TITLE (IN FULL) HIGH SCHOOL, MAYVILLE,  
N.Y.

FRONT NO I  
IMPRINT NONE

COLOR DESCRIPTION SEE  
BUILDINGS  
ROOF  
TRIMMINGS

REMARKS  
LIGHT BUFF BRICK, WHITE DOORS. GRAY CORNICE & TRIM. &  
STEPS. DARK SASH. CEMENT WALK.

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

ADV

SIGN HERE

FILE



WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE THE SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS, ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

GENTLEMEN:-  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY  
ETC., AND RETURN  
IN SIX DAYS WE  
WORK.

YOUR ORDER AS  
MEMORANDUM

VERY TRULY,  
CURTIS LEITCH & COMPANY INC.  
1733-1735 IRVING PARK BLVD. CHICAGO, ILL.

CALHOUN PHARMACY,  
MAYVILLE, N.Y.

NO D-595

ORDER No. 43226

DATE 1-22-1930

2 X M

ART GRAVURE

(White Border)

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

UPPER BORDER

FRONT No.

I

TITLE (IN FULL)

ST. MARYS CATHOLIC CHURCH,

IMPRINT

NONE

MAYVILLE, N.Y.

COLOR DESCRIPTION

SEE

REMARKS

LIGHT BROWN BRICK, GRAY COLUMNS & STEPS. DARK RED ROOF, COLORED XXXI  
BUILDINGS WINDOWS. OKK DOORS, COPPER ROOFS ON TOWERS. GRAY GABLE IN  
FRONT. BLDG. ON RIGHT BROWN. REMOVE POLES.

ROOF

TRIMMINGS

m o a 3442

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

SIGN HERE

ADV



3

YOUR ORDER AS  
MEMORANDUM  
GENTLEMEN:-  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
ETC. AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

CALHOUN PHARMACY,  
MAYVILLE, N.Y.

NO. D596

ORDER NO. 43226

DATE 1-22-1930

2 M

ART GRAVURE

*White Border*

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

UPPER BORDER

FRONT NO. I

TITLE (IN FULL)

2 ERIE STREET LOOKING  
TOWARDS LAKE, MAYVILLE, N.Y.

IMPRINT NONE

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS ON LEFT 1ST BUFF, 2 & 3 RED OTHERS WHITE?

ON RIGHT 1ST WHITE 2 BUFF 3 RED 4 BUFF, OTHERS RED BRICK.

ROOF

TRIMMINGS

REMOVE POLES.

PHOTO PROPERTY OF C. T. & Co.-CUSTOMER

LV

ADV

SIGN HERE

FILE

7-10



2 1/2

WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE THE SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS, ETC. AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY, INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

GENTLEMEN:  
PER ATTACHED  
OF YOUR TOTAL  
ETC. AND RETURN  
IN SIX DAYS WE  
WORK.

YOUR ORDER AS  
MEMORANDUM

CALHOUN PHARMACY, MAYVILLE, N.Y.		NO. D-597
DATE 1-22-1930		ORDER NO. 43227
1 M		ARTGRAVURE <i>(White Border)</i>
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE	UPPER BORDER	FRONT NO. 1 1
TITLE (IN FULL)	VIEW OF DOCK AND CHAUTAUQUA LAKE, MAYVILLE, N.Y.	IMPRINT NONE
COLOR DESCRIPTION	SEE	REMARKS
BUILDINGS	BOAT WHITE, PIER GRAY. GREEN SHRUBBERY & LAWN IN <del>XXXX</del>	
ROOF	FOREGROUND. MAKE WATER BLUE.	
TRIMMINGS		
PHOTO PROPERTY OF C. T. & CO.-CUSTOMER		
LV	ADV	
SIGN HERE _____		



WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

YOUR ORDER AS  
MEMORANDUM

VERY TRULY  
YOURS  
CURTIS TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

CALHOUN PHARMACY, MAYVILLE, N.Y.		NO. D-598
DATE 1-22-1930		ORDER NO. 43227
1 M ARTGRAVURE (White Border)		
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE	UPPER BORDER	FRONT No. 1
TITLE (IN FULL)	PENNA R.R. STATION FROM PIER, MAYVILLE, N.Y.	IMPRINT NONE
COLOR DESCRIPTION	SEE	REMARKS
BUILDINGS	DARK RED BRICK, RED TILE ROOF, <del>BRICK</del> BUFF TRIM. GRAY STONE WALL, RED FLOWERS. ON RIGHT BLDGS. LIGHT GRAY, GREEN TRIM. PIER GRAY ON RIGHT.	
ROOF		
TRIMMINGS		
PHOTO PROPERTY OF C. T. & CO.—CUSTOMER		
LV	ADV	
SIGN HERE		



32

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER. IT IS ABSOLUTELY NECESSARY THAT YOU  
RETURN THIS SHEET WITH YOUR SIGNATURE  
FIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS  
INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

YOUR ORDER AS  
MEMORANDUM

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

CALHOUN PHARMACY,  
MAYVILLE, N.Y.

DATE 1-22-1930

1 M. ARTGRAVURE

NO. D-599

ORDER NO. 43227

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER BORDER

TITLE (IN FULL) ERIE STREET LOOKING NORTH,  
MAYVILLE, N.Y.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

IMPRINT NO. 1

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS ON RIGHT 1ST RED BRICK, 2 BUFF 3 RED

ROOF ON LEFT 1ST-2-3 RED BRICK, 4 RED WHITE TRIM. 5 BUFF. 6 RED  
OTHERS GRAY.

TRIMMINGS

REMOVE POLE & WIRES.

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

ADV

SIGN HERE

FILE

10



Think  
Intelligently

**CURT TEICH & CO., Inc.**  
**HOUSE TELEGRAM**

Act  
Quickly

Verbal orders are not satisfactory. All notices, orders and dispositions of instructions must be given in writing to avoid errors, delays and oversights.

**Attention:**

**Dept.**

MR. ERNST.

**Date**

2/21/30

**Time  
Deliv'd**

**Time  
Rec'd**

IMPORTANT: -- Write your remarks on back of this sheet and immediately return to the undersigned.

RUSH MACHINERY COMPANY  
BLOTTER SIZE 4"x 9"  
ORDER NO. 43231 PLATE NO. D-600

Make corrections on this blotter as marked on proof. Then  
submit a revised blueprint.

Please rush.

AK:EH

Form No. 318-B-27-28

Signed ADVERTISING DEPT.

MAKEOVER

MAKEOVER  
MAKEOVER

MAKEOVER

MAKEOVER

WANTED  
RETOUCHED FOTO  
BLACK & W. PROOF  
HARD COLORED PROOF  
SUBMIT TO OFFICE



*- RUSH -*

*ind. group  
on  
D-600*

WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE YOUR ORDER AS SPECIFIED HEREWITH ENCLOSED. IF IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS, ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 ARLING PARK BLVD. CHICAGO, ILL.

RUSH MACHINERY CO.,  
PITTSBURGH, PA.

NO. D-600

ORDER NO. 43231

DATE 1-22-1930

12<sup>M</sup> 500 BLOTTERS WHITE BORDER 4 X 9"

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE AS PER LAYOUT  
TITLE (IN FULL) RUSH MACHINERY CO.,  
ETC. AS PER LAYOUT)

FRONT NO.  
IMPRINT C.T. D-600

R.M.

COLOR DESCRIPTION SEE  
BUILDINGS FOLLOW COLORED COPY FOR  
ROOF COLORS.  
TRIMMINGS

REMARKS  
SUBMIT RETOUCHEED PHOTO TO  
OFFICE.  
MR. SLADEK; SUBMIT SKETCH TO MR.  
KUBNIGHT.

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

COMPLETED

X ADV

WANTED  
SUBMIT TO OFFICE  
WANTED  
SUBMIT TO OFFICE

FILE



Blue Print  
OK. *[initials]*

WE ACKNOWLEDGE WITH THANKS AND ACCORDANCE WITH THE SPECIFICATIONS AND CONDITIONS ON THE ORDER AS SPECIFIED HEREIN. IT IS ABSOLUTELY NECESSARY THAT YOU SIGN THIS SHEET WITH YOUR SIGNATURE AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

WE ACKNOWLEDGE WITH THANKS AND ACCORDANCE WITH THE SPECIFICATIONS AND CONDITIONS ON THE ORDER AS SPECIFIED HEREIN. IT IS ABSOLUTELY NECESSARY THAT YOU SIGN THIS SHEET WITH YOUR SIGNATURE AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY R.T.VAN TINE, BEACON, N.Y.		NO. D-601
DATE 1-24-1930		ORDER NO. 43298
6 M BABY FOLDER COVER (ALL OF THIS ON THE PICTURE SIDE)		FRONT. (ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE	FRONT NO.	
TITLE (IN FULL) SOUVENIR FOLDER OF BEACON, N.Y. NEW YORK CENTRAL STATION AND FERRY HOUSE.	IMPRINT KHELIX SAME AS ABOVE	
COLOR DESCRIPTION SEE	REMARKS	
BUILDINGS		
ROOF		
TRIMMINGS		
USE PHOTO NO. R-66414. TAKE OUT TRAIN AT EXTREME RIGHT, AND SHORTEN DRESSES ON LADIES.		

XXXXXXXX R.T.VAN TINE BEACON, N.Y.		NO. D-601
DATE		ORDER NO. 43298
M BABY FOLDER COVER (ALL OF THIS ON THE PICTURE SIDE)		BACK (ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE	FRONT NO.	
TITLE (IN FULL) DESCENDING MT. BEACON.	IMPRINT MADE BY CURT TEICH & CO., CHICAGO, U.S.A.	
COLOR DESCRIPTION SEE	REMARKS	
BUILDINGS		
ROOF		
TRIMMINGS		
USE PHOTO NO. 45756.		
PHOTO PROPERTY OF C. T. & CO.-CUSTOMER		
LV		
ADV		

FEB 6 1930



YOUR ORDER AS  
MEMORANDUM  
KNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
HEREWITH ENCLOSED.  
ARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
T WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IDER THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY SHEPHEARD'S, PENSACOLA, FLA .		NO. D-602
DATE 1-24-1930		ORDER NO. 43308
6 M LARGE FOLDER X COVERS		FRONT
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE	FRONT NO	
TITLE (IN FULL) SOUVENIR FOLDER OF PENSACOLA, FLA. LIGHT HOUSE.	IMPRINT SAME AS ABOVE  R.M.	
COLOR DESCRIPTION	SEE	REMARKS
BUILDINGS	USE PHOTO NO. M-11932	

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS HEREBY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

SHEPHEARD'S, PENSACOLA, FLA.		NO. D-602
DATE 1-24-1930		ORDER NO. 43308
6 M LARGE FOLDER COVERS		BACK
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE	FRONT NO	
TITLE (IN FULL) SECTIONAL VIEW OF PENSACOLA, FLA. AND WATER FRONT FROM THE AIR.	IMPRINT MADE BY CURT TEICH & CO., CHICAGO, U.S.A.  R.M.	
COLOR DESCRIPTION	SEE	REMARKS
BUILDINGS	USE NEW PHOTO.	
ROOF		
TRIMMINGS		
PHOTO PROPERTY OF C. T. & CO.—CUSTOMER		
LV		ADV
SIGN HERE		

FEB 7 - 1934



GENTLEMEN, WE ACKNOWLEDGE WITH THANKS AND APPRECIATION YOUR ORDER AS PER ATTACHED SPECIFICATIONS AND CONDITIONS ON THE MEMORANDUM OF TOTAL ORDER HEREWITH ENCLOSED.

IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS, ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED WITHIN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

ORDER NO. 43336

12M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

FRONT No

TITLE (IN FULL) SOUVENIR FOLDER OF  
MISSABE RANGE.

IMPRINT SAME AS ABOVE

MAHONING MINE LARGEST OPEN PIT MINE  
IN THE WORLD, HIBBING, MINN.

**COLOR DESCRIPTION**

SFF

REMARKS

BUILDINGS

USE PHOTO NO. 86870

ORDER NO.

12 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL) BUFFALO-SUSQUEHANNA MINE  
HIBBING, MINN.

IMPRINT      MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 74501.

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

ADV

SIGN HERE \_\_\_\_\_

FEB 7 - 1966

1-29



BLUE PRINT O. K. 4/50  
MAR 27 1930

YOUR ORDER AS  
MEMORANDUM  
CATIONS AND CONDITIONS ON THE  
HEREWITH ENCLOSED.  
RY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
DER THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY R.D. HANDY, INC., DULUTH, MINN.		NO. D-604
DATE 1-27-1930		ORDER No. 43346
12 M LARGE FOLDER COVERS		FRONT
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE	FRONT No.	
TITLE (IN FULL) SOUVENIR FOLDER OF DULUTH, MINN. LIGHTHOUSE, HARBOR ENTRANCE.	IMPRINT SAME AS ABOVE	
COLOR DESCRIPTION SEE	REMARKS	
BUILDINGS USE PHOTO NO. 118625		

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY R.D. HANDY, INC., DULUTH, MINN.		NO. D-604
DATE 1-27-1930		ORDER No. 43346
12M LARGE FOLDER COVERS		BACK
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE	FRONT No.	
TITLE (IN FULL) A VIEW OF DULUTH, MINN., FROM THE HILL TOP. AN AEROPLANE VIEW SHOWING ENTRANCE TO DULUTH-SUPERIOR HARBOR.	IMPRINT MADE BY CURT TEICH & CO., CHICAGO, U.S.A.	
COLOR DESCRIPTION SEE 743-70	REMARKS	
BUILDINGS USE PHOTO NO. 64792 & WORK OUT "HARBOR PLAT. ORN."		
ROOF		
TRIMMINGS		
PHOTO PROPERTY OF C. T. & CO.—CUSTOMER		
LV		
SIGN HERE		
ADV		

2-15



WE ACKNOWLEDGE WITH THANKS AND ACCEPT YOUR ORDER AS SPECIFICATIONS AND CONDITIONS ON THE MEMORANDUM OF YOUR ORDER. ALL ENCLOSED TITLES AND COLOR DESCRIPTIONS, ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

OLIVE TOWER,  
SEATTLE, WASH.

DATE 1-27-1930

I M

ARTGRAVURE- BROWN

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE IN PLATE

TITLE (IN FULL) OLIVE TOWER, SEATTLE.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 5

IMPRINT C.T.

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

ROOF

TRIMMINGS

MUST BE MADE EXACTLY  
ACCORDING TO LAYOUT,  
RETURN PHOTOS

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

SIGN HERE

ADV

FILE

WANTED

RETURNED PHOTO

BLACK & W. PROOF

KIND COLORED PROOF

SUBMIT TO OFFICE

JAN 30 1930



WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE YOUR ORDER AS SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. IT IS THE POLICY OF THIS COMPANY THAT YOU O.K. THESE TITLES AND COLOR DESCRIPTIONS, ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY HARRY HERZ, 754 E. CULVER ST., PHOENIX, ARIZONA.		NO. D-606 ORDER NO. 43349
DATE 1-27-1930		
24 M LARGE FOLDER COVERS		FRONT
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE	FRONT NO.	
TITLE (IN FULL) INDIAN LIFE IN ARIZONA	IMPRINT SAME AS ABOVE	
	R.M.	
COLOR DESCRIPTION	SEE	REMARKS
BUILDINGS	USE NEW PHOTO. AS PER TISSUE ATTACHED.	
ROOF		
TRIMMINGS		
PHOTO PI		NO. D-606 ORDER NO. 43349
PUBLISHED BY HARRY HERZ, 754 E. CULVER ST., PHOENIX, ARIZONA.		
1-27-1930		
24 M LARGE FOLDER COVERS		BACK
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
OF TITLE	FRONT NO.	
(IN FULL) HOPI CEREMONIAL SNAKE DANCE AT WALPAI.	IMPRINT MADE BY CURT TEICH & CO., CHICAGO, U.S.A.	
	R.M.	
COLOR DESCRIPTION	SEE	REMARKS
BUILDINGS	USE NEW PHOTO. AS PER TISSUE ATTACHED.	
OF		
TRIMMINGS		
PHOTO PROPERTY OF C. T. & CO.-CUSTOMER		
LV	SIGN HERE	ADV

FEB 6-1931



WE ACKNOWLEDGE WITH THANKS AND ACCURACY THE SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS, ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

YOUR ORDER AS MEMORANDUM  
GENTLEMEN, PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS, ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1725-1725 IRVING PARK BLVD. CHICAGO, ILL.

W.M. HUDSON,  
ACAPULCO, GUERRERO, MEXICO

NO. D-608

ORDER NO. 43399

DATE 1-29-1930

2 M

ARTGRAVURE- GREEN

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER BORDER

FRONT NO. 1

TITLE (IN FULL) PAISAJE DE LA BAHIA DE  
ACAPULCO.

IMPRINT NONE

WATCH STAMP SPACE

*Put Mark in U.S.R.  
in Stamp space*

COLOR DESCRIPTION SEE

REMARKS

BUILDINGS

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

FEB 4 - 1930

ADV

SIGN HERE



YOUR ORDER AS  
MEMORANDUM  
ACKNOWLEDGE WITH THANKS AND ACCEPT  
IFICATIONS AND CONDITIONS ON THE  
ER HEREWITH ENCLOSED.  
SARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
ET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
NSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY J.L.ROBBINS CO.,  
SPOKANE, WASH.

DATE 1-29-1930

NO. D-609

ORDER NO. 43384

12<sup>M</sup> LARGE FOLDER COVERS

FRONT

PLACE OF TITLE

TITLE (IN FULL)

PICTURESQUE WYOMING

THE DEVILS TOWER.

FRONT NO.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 102549.

ROOF

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
IFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

J.L.ROBBINS CO.,  
SPOKANE, WASH.

DATE 1-29-1930

NO. D-609

ORDER NO. 43384

12<sup>M</sup> LARGE FOLDER COVERS

BACK

PLACE OF TITLE

TITLE (IN FULL)

ROAD TO SNOWY RANGE,  
WYOMING.

FRONT NO.

IMPRINT MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 5390-29.

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO -CUSTOMER

LV

SIGN HERE

ADV

FEB 5 - 1930

1-30



GENTLEMEN,  
WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE  
YOUR ORDER AS  
MEMORANDUM  
PER ATTACHED  
SPECIFICATIONS AND CONDITIONS ON THE  
OF YOUR TOTAL  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
YOURS,  
CURT TEICH & COMPANY INC.  
1736-1735 IRVING PARK BLVD. CHICAGO, ILL.

T.A. BARKER, WALKER, MINN.		NO. D-610
DATE 1-29-1930		ORDER NO. 43416
I M ARTGRAVURE		
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE UPPER BORDER	FRONT NO. 1	
TITLE (IN FULL) BIRD'S-EYE VIEW, WALKER, MINN.	IMPRINT NONE	
COLOR DESCRIPTION SEE	REMARKS	
BUILDINGS USE PHOTO NO. 108432		
ROOF		
TRIMMINGS		
PHOTO PROPERTY OF C. T. & CO.—CUSTOMER		
LV	FEB 4 - 1930	ADV
SIGN HERE		



YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED. THESE TITLES AND COLOR DESCRIPTIONS,  
IT IS ABSOLUTELY NECESSARY TO OBTAIN THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1785 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY THE HOPE SOUVENIR SHOP,  
WATKINS GLEN, N.Y.

NO. D-611

ORDER NO. 43423

DATE 1-31-1930

1 M

ARTGRAVURE (white border)

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE LOWER BORDER  
TITLE (IN FULL) TWIN FALLS, LOWER  
HECTOR ON SENECA LAKE, WATKINS  
GLEN, N.Y.

FRONT NO. 1

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 124147

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

ADV

SIGN HERE



YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY THE HOPE SOUVENIR SHOP,  
WATKINS GLEN, N.Y.

NO. D-612

ORDER NO. 43423

DATE 1-31-1930

I M

ARTGRAVURE (white Border)

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE LOWER BORDER  
TITLE (IN FULL) FLYING STAIRS AT RAINBOW  
FALLS, WATKINS GLEN, N.Y.

FRONT NO. 1  
IMPRINT SAME AS ABOVE

COLOR DESCRIPTION SEE  
BUILDINGS USE PHOTO NO. 52119  
ROOF  
TRIMMINGS

REMARKS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

SIGN HERE

ADV



6

GENTLEMEN: WE ACKNOWLEDGE WITH THANKS AND APPRECIATION THE RECEIPT OF YOUR ORDER. IT IS ABSOLUTELY NECESSARY THAT YOUR SIGNATURE BE AFFIXED TO THIS SHEET AND RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

YOUR ORDER AS  
MEMORANDUM

WE ACKNOWLEDGE WITH THANKS AND APPRECIATION THE RECEIPT OF YOUR ORDER. IT IS ABSOLUTELY NECESSARY THAT YOUR SIGNATURE BE AFFIXED TO THIS SHEET AND RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY THE HOPE SOUVENIR SHOP, WATKINS GLEN, N.Y.		NO. D-613
DATE 1-31-1930		ORDER NO. 43423
1 M ARTGRAVURE (White Border)		
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE TITLE (IN FULL)	LOWER BORDER MINNEHAHA FALLS, WATKINS GLEN, N.Y.	FRONT NO. 1 IMPRINT SAME AS ABOVE
COLOR DESCRIPTION	SEE	REMARKS
BUILDINGS	USE PHOTO NO. 52129	
ROOF		
TRIMMINGS		
PHOTO PROPERTY OF C. T. & CO.—CUSTOMER		
LV		ADV
SIGN HERE		



YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
GENTLEMEN:-  
PER ATTACHED  
OF YOUR ORDER  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
ETC. AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY THE HOPE SOUVENIR SHOP,  
WATKINS GLEN, N.Y.

NO. D-614

ORDER NO. 43423

DATE 1-31-1930

I M

ARTGRAVURE (White Border)

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE LOWER BORDER  
TITLE (IN FULL) RAINBOW FALLS, WATKINS  
GLEN, N.Y.

FRONT NO. 1  
IMPRINT SAME AS ABOVE

COLOR DESCRIPTION SEE  
BUILDINGS USE PHOTO NO. 52139  
ROOF  
TRIMMINGS

REMARKS

PHOTO PROPERTY OF C. T. & Co.-CUSTOMER

LV

SIGN HERE

ADV



1  
2

YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD, CHICAGO, ILL.

PUBLISHED BY THE HOPE SOUVENIR SHOP,  
WATKINS GLEN, N.Y.

NO. D-615

ORDER NO. 43423

DATE 1-31-1930

I M

ARTGRAVURE (White Border)

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

LOWER BORDER

FRONT NO.

1

TITLE (IN FULL)

CAVERN CASCADE, WATKINS  
GLEN, N.Y.

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 91745. REMOVE PEOPLE FROM VIEW.

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

ADV

SIGN HERE

TYPE  
X in Name



YOUR ORDER AS  
MEMORANDUM  
ON THE  
ENCLOSURE  
WITH THESE  
TITLES AND  
COLOR DESCRIPTIONS  
AT ONCE. IF NOT  
RETURNED  
WITH THIS  
INFORMATION  
CORRECT AND  
PROCEED WITH  
THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

WE ACKNOWLEDGE  
SPECIFICALLY  
ENCLOSURE  
WITH THESE  
TITLES AND  
COLOR DESCRIPTIONS  
AT ONCE. IF NOT  
RETURNED  
WITH THIS  
INFORMATION  
CORRECT AND  
PROCEED WITH  
THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

AMERICAN ART POST CARD CO.,  
BROOKLINE, MASS.

NO. D-616

ORDER NO. 43428

DATE 1-31-1930

6 M LARGE FOLDER COVERS

FRONT

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL)

SOUVENIR FOLDER OF  
WORCESTER, MASS.  
CITY HALL.

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 102434

AMERICAN ART POST CARD CO.,  
BROOKLINE, MASS.

NO. D-616

ORDER NO. 43428

DATE 1-31-1930

6 M LARGE FOLDER COVERS

BACK

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL)

WALK IN THE COMMON.

IMPRINT

MADE BY CURT TEICH &  
CO., CHICAGO, U.S.A.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 102428

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

SIGN HERE

ADV



WLEDGE WITH THANKS AND ACCEPTATIONS AND CONDITIONS ON THE REWITH ENCLOSED.  
THAT YOU O K THESE TITLES AND WITH YOUR SIGNATURE AFFIXED AT ONCE WITH THIS INFORMATION CORRECT AND

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

NO. **D-617**

ORDER NO. **43459**

12<sup>M</sup> LARGE FOLDER COVERS

FRONT

PLACE OF TITLE

TITLE (IN FULL)

TITLE (IN FULL)	SOUVENIR FOLDER OF CANADIAN ROCKIES, JASPER NATIONAL PARK MOUNT ROBSON PARK SCENES ALONG THE CANADIAN NATIONAL RAILWAY. MT. DITH CAVELL FROM JASPER PARK LODGE.	IMPRINT
-----------------	---	---------

FRONT NO.

## IMPRINT

NONE

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

MAKE MAIN TITLES IN RED.

ROOF

USE NEW PHOTO . AS PER COPY ATTACHED.

WE ACKNOWLEDGE WITH THANKS AND ACCEPT-  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
YOUR TOTAL  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND  
LETTERS, AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE.  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

NO. D-617

ORDER NO. 43459

12 M LARGE FOLDER COVERS  
(ALL OF THIS ON THE PICTURE SIDE)

BACK

PLACE OF TITLE

TITLE (IN FULL)

TITLE (IN FULL) MOUNT ROBSON, 13,700  
FEET. HIGHEST PEAK IN CANADIAN  
ROCKIES.

FRONT NO.

## IMPRINT

SAME AS ABOVE

R.M.

### COLOR DESCRIPTION

SEE

REMARKS

## BUILDINGS

ROOF

## TRIMMINGS

USE NEW PHOTO. AS PER COPY ATTACHED.

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

SIGN HERE \_\_\_\_\_

ADV



SIGN HERE \_\_\_\_\_



GENTLEMEN:-  
 I HEREBY ACKNOWLEDGE WITH THANKS AND ACCEPT-  
 YOUR ORDER AS SPECIFICATIONS AND CONDITIONS ON THE  
 MEMORANDUM  
 ORDER HEREWITH ENCLOSED.  
 IT IS ABSOLUTELY NECESSARY THAT YOU O.K. THESE TITLES AND COLOR DESCRIPTIONS,  
 ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
 WITHIN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
 WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO 111

NO. D-620

ORDER NO. 43532

DATE 2-4-1930

6 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE

TITLE (IN FULL) SOUVENIR FOLDER OF  
LAKE CHARLES, LA.  
A SECTION OF THE HARBOR.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No.

IMPRINT NONE

R.M.

### COLOR DESCRIPTION

SEE

BUILDINGS

USE PHOTO NO. 121426

ROOF

REMARKS

NO. **D-620**

ORDER NO. 43532

DATE 2-4-1930

6 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE

TITLE (IN FULL) BIRD'S-EYE VIEW OF  
LAKE CHARLES, LA.

FRONT NO.

IMPRINT    MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

R.M.

### COLOR DESCRIPTION

SFF

BUILDINGS

USE NEW PHOTO

ROOF

TRIMMINGS

REMARKS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

ADV

SIGN HERE



John  
OK  
Paint  
3/21/32

2

YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCURATE  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED THESE TITLES AND COLOR DESCRIPTIONS.  
IT IS ABSOLUTELY NECESSARY THAT YOUR SIGNATURE BE AFFIXED AT ONCE. IF NOT RETURNED  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE CORRECT AND PROCEED WITH THE  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
GENTLEMEN:  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY NECESSARY THAT YOUR SIGNATURE BE AFFIXED AT ONCE. IF NOT RETURNED  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE CORRECT AND PROCEED WITH THE  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

LOKOYA LODGE, LOKOYA, CALIF.		NO. D-621
DATE 2-4-1930		ORDER NO. 43545
I M ARTGRAVURE-GREEN WHITE BORDERED		
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE LOWER CENTER BORDER	FRONT NO. 5	
TITLE (IN FULL) (TITLE TO COME) Lokoya Lodge, Lokoya, Napa County, California	IMPRINT C.T.	
COLOR DESCRIPTION SEE	REMARKS	
BUILDINGS		
ROOF		
TRIMMINGS		
PHOTO PROPERTY OF C. T. & CO.-CUSTOMER		
LV	X ADV	
SIGN HERE		

10-7-3

Blue P.  
WANTED  
RETURNED PHOTO  
BLACK & W. PROOF  
RETURN PROOF  
SUBMIT TO OFFICE

2-28  
X



Print  
OK. 3/11/32

2

YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE, FIXED AT ONCE, IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION AS CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
YOURS,  
CURTIS T. H. & COMPANY INC.  
1735-1755 RIVING PARK BLVD. CHICAGO, ILL.

LOKOYA LODGE,  
LOKOYA, CALIF.

NO. D-622

ORDER No. 43545

DATE 2-4-1930

I M

ARTGRAVURE-GREEN WHITE BORDERED

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE LOWER CENTER BORDER

TITLE (IN FULL) (TITLE ~~XXXXXXXXXX~~)

LOKOYA Lodge,  
LOKOYA, Napa County,  
California

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 5

IMPRINT C.T.

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

X ADV

SIGN HERE

WANTED

RETouched FOTO

BLACK & W. PROOF

HAND COLORED PROOF

SUBMIT TO OFFICE

16-7-3

2-28



1 Photo taken out of  
envelope and placed in

128849

RAPPAPORT FUR SHOP, CHICAGO, ILL.		NO. D-623
DATE 2-5-1930		ORDER NO. 43558
12 M 500 CO-1F-42 OFFSET FOLDERS SIZE 6 X 7		
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE AS PER LAYOUT	FRONT NO.	
TITLE (IN FULL) LOOK FOR THE SIGN OF	IMPRINT C.T. D-623	
QUALITY AND SATISFACTION		
(ETC. AS PER LAYOUT)	R.M.	
COLOR DESCRIPTION SEE	REMARKS	
BUILDINGS USE 2 NEW PHOTOS & PHOTOS NO. A-1765-29		
ROOF COLORS FOR NEW PHOTOS AS PER BACK OF PHOTOS.		
TRIMMINGS		
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER		
11-21-30		
Lv		
L. H. M. L.		
SIGN HERE		

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY,  
CURT TEICH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

GENTLEMEN-  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY  
ETC., AND RETURN  
IN SIX DAYS WE  
WORK.

FILE

FILE

FILE

RUSH FILE

WANTED  
RETOUCHED FOTO  
BLACK & W. PROOF  
HAND PROCESSED PROOF  
TO OFFICE

FILE



WE ACKNOWLEDGE WITH THANKS AND ACCEPT SPECIFICATIONS AND CONDITIONS ON THE MEMORANDUM ORDERED. WE WILL RETURN TO YOU THESE TITLES AND COLOR DESCRIPTIONS, NECESSARY THAT YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

GENTLEMEN: PER ATTACHED OF YOUR ORDER IT IS ABSOLUTELY NECESSARY THAT YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

WE ACKNOWLEDGE WITH THANKS AND ACCEPT SPECIFICATIONS AND CONDITIONS ON THE MEMORANDUM ORDERED. WE WILL RETURN TO YOU THESE TITLES AND COLOR DESCRIPTIONS, NECESSARY THAT YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

GENTLEMEN: PER ATTACHED OF YOUR ORDER IT IS ABSOLUTELY NECESSARY THAT YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

ARMANKO OFFICE SUPPLY CO.,  
RENO, NEVADA.

NO. D-624  
ORDER NO. 43615

DATE 2-5-1930

6 M LARGE FOLDER COVERS  
(ALL OF THIS ON THE PICTURE SIDE)

FRONT  
(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL) SOUVENIR FOLDER OF  
RENO, NEVADA.

IMPRINT NONE

FRONT- WASHOE COUNTY COURT HOUSE.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

ROOF

TRIMMINGS

USE NEW PHOTO. COLORS AS PER TISSUE ATTA HED.

ARMANKO OFFICE SUPPLY CO.,  
RENO, NEVADA.

NO. D-624  
ORDER NO. 43615

DATE 2-5-1930

6 M LARGE FOLDER COVERS.  
(ALL OF THIS ON THE PICTURE SIDE)

BACK  
(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL) TRUCKEE RIVER AND RENO  
SKY LINE.

IMPRINT MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

ROOF

TRIMMINGS

USE PHOTO NO. 114990)

PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

LV

ADV

SIGN HERE



YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

MADISON DRUG CO.,  
MADISON, GA.

DATE 2-7-1930

NO. D-625

ORDER No. 43625

I M

ARTGRAVURE-GREEN

WHITE BORDERED

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE

UPPER BORDER

TITLE (IN FULL)

"TO KALON" HOME OF

COL. AND MRS. E. W. BUTLER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO

1

IMPRINT

NONE

COLOR DESCRIPTION

SEE

BUILDINGS

ROOF

TRIMMINGS

REMARKS

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

ADV

SIGN HERE



GENTLEMEN:-  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
YOUR ORDER AND THE MEMORANDUM  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
WITHIN 10 DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
ORDER.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

NO. **D-626**

ORDER NO. 43602

DATE 2-5-1930

6 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE

TITLE (IN FULL) SOUVENIR FOLDER OF  
SALEM, MASS.

'THE HOUSE OF SEVEN GABLES'  
BUILT 1692.

FRONT NO.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION	SEE
-------------------	-----

BUILDINGS

USE PHOTO NO. 123796

REMARKS

NO. D-626

ORDER NO. 43602

DATE 2-5-1930

5 M LARGE FOLDER COVERS

**BACK**

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE

TITLE (IN FULL)      ROPES MEMORIAL, BUILT  
1719 AND BOTANICAL GARDEN.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO

IMPRINT    MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

COLOR DESCRIPTION	SEE
-------------------	-----

## BUILDINGS

USE PHOTO NO. 559-30

ROOF

## TRIMMINGS

REMARKS

PHOTO PROPERTY OF C. T. & Co.—CUSTOMER

LV

ADV

SIGN HERE



WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
YOUR ORDER AS MEMORANDUM  
STATED HEREWITH AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
GENTLEMEN: PER ATTACHED PHOTOGRAPH  
OF IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC. AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURTIS LEICH & COMPANY, INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY A.B. WYCKOFF, STROUDSBURG, PA.		NO. D-627 ORDER NO. 43604
DATE 2-5-1930		
12 M 500 ARTGRAVURE BROWN - WHITE BORDERED. (ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)		
PLACE OF TITLE TITLE (IN FULL)	LOWER CENTER BORDER THE LACKAWANNA DINER, ON LACKAWANNA TRAIL, STROUDSBURG, PA.	FRONT NO. 5 IMPRINT SAME AS ABOVE R.M.
COLOR DESCRIPTION BUILDINGS ROOF TRIMMINGS	SEE USE PHOTO NO. 551-30	REMARKS
PHOTO PROPERTY OF C. T. & CO.-CUSTOMER		
LV		XX ADV
SIGN HERE		

WANTED  
RETURNED FOR  
HAND COLOR PHOTO  
SUBMIT TO OFFICE

Print  
Photo  
X



Blue Print  
OK.

3/17/30

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
GENTLEMEN:-  
PER ATTACHED  
OF OUR TOTAL  
IT IS REQUESTED  
ETC. AND RETURN  
IN SIX DAYS WE  
WORK.

YOUR ORDER AS  
MEMORANDUM

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
GENTLEMEN:-  
PER ATTACHED  
OF OUR TOTAL  
IT IS REQUESTED  
ETC. AND RETURN  
IN SIX DAYS WE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.

1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY BLOCHER'S, GETTYSBURG, PA.		NO. D-628
DATE 2-10-1930		ORDER No. 43680
M 6 VIEW CARDS SIZE 5 1-2 X 7		XXXXXXXXXX
PLACE OF TITLE	UPPER & LOWER	FRONT NO.
TITLE (IN FULL)	TOP- LINCOLN SPEECH MEMORIAL GETTYSBURG, PA.	IMPRINT SAME AS ABOVE
	BOT - LINCOLN'S ADDRESS.	PRINT SUBJECT NO.ON FRONT
COLOR DESCRIPTION	(R.M.) SEE	REMARKS
BUILDINGS		
ROOF	LIGHT BROWN GRANITE, BRONZE FIGURE & PLATES.	
TRIMMINGS	DARK BALL ON RIGHT & LEFT.	
PHOTO PROPERTY OF C. T. & Co.-CUSTOMER		
LV		ADV
SIGN HERE		



YOUR ORDER AS  
SPECIFICATIONS AND CONDITIONS ON THE  
MEMORANDUM  
ATTACHED  
IT IS ABSOLUTELY NECESSARY THAT YOU O.K. THESE TITLES AND COLOR DESCRIPTIONS.  
IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY FOR W.T.OXLEY,  
FERGUS FALLS, MINN.

NO. D-629

ORDER No. 43689

DATE 2-10-1930

6 M LARGE FOLDER COVERS  
(ALL OF THIS ON THE PICTURE SIDE)

FRONT

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL)

SOUVENIR FOLDER OF  
FERGUS FALLS, MINN.  
TAPLIN GORGE PLANT OF OTTERTAIL  
POWER CO.

IMPRINT

SAME AS ABOVE

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE NEW PHOTO. AS MARKED

ROOF

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
MEMORANDUM  
ATTACHED  
IT IS ABSOLUTELY NECESSARY THAT YOU O.K. THESE TITLES AND COLOR DESCRIPTIONS.  
IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

W.T.OXLEY,  
FERGUS FALLS, MINN.

NO. D-629

ORDER No. 43689

DATE 2-10-1930

6 M LARGE FOLDER COVERS  
(ALL OF THIS ON THE PICTURE SIDE)

BACK

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL)

DAYTON HOLLOW DAM.

IMPRINT

MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. A-63299

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

ADV

HERE



WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O.K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
GENTLEMEN:-  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY  
ETC., AND RETURN  
IN SIX DAYS WE

YOUR ORDER AS  
MEMORANDUM

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O.K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
GENTLEMEN:-  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY  
ETC., AND RETURN  
IN SIX DAYS WE

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O.K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
GENTLEMEN:-  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY  
ETC., AND RETURN  
IN SIX DAYS WE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

H.P. HOOD & SONS,  
BOSTON, MASS.

NO. D-630

ORDER NO. 43684

DATE 2-10-1930

50 M ENCLOSURES CO-21 SIZE 3 1-2 X 6"

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE AS PER LAYOUT  
TITLE (IN FULL) CASH BONUSES  
(ETC. AS PER LAYOUT)

FRONT NO.  
IMPRINT NONE D-630

R.M.

COLOR DESCRIPTION SEE

REMARKS

BUILDINGS

INSTRUCTIONS AS PER COPY ATTACHED.

ROOF

Stuffer #1 D-630  
Front of stuffer is a picture of a grade A bottle of milk on  
a check.

Have your artist place a grade A cap on this bottle. You have  
a picture of this on hand. It was sent with the Certified Milk  
Material. Glossy black background and dark gray foreground.  
Even foreground line. Check is of ~~an~~ with cow head  
in color.

SIGN HERE

Back of stuffer is a circle of food  
bad spots. Make bottle in center  
A bottle on front of stuffer. Use  
the vegetables and foods. Place  
circle.

milk. Clean up  
as the grade  
when coloring  
all around the

FEB 21 1930 X ADV

WANTED  
RETURNED FOTO  
BLACK & W. 1930  
HAND COLORED PHOTO  
SUBMIT TO OFFICE

FILE



Think  
Intelligently

# CURT TEICH & CO., HOUSE TELEGRAM

Verbal orders are not satisfactory. All notices, orders and dispositions of instructions must be given in writing to avoid errors, delays and

Attention:  
Dept.

MR. SLADEK.

Date

3/10/30

Time  
Deliv'd

Time  
Rec'd

IMPORTANT: - Write your remarks on back of this sheet and immediately return to the undersigned.

H. P. HOOD & SONS, INC.  
ORDER NO. 43684 PLATE D-630

## MAKEOVER

Make the following corrections:

The wording HOOD'S MILK IS A VITAL FOOD and also FOR YOUR FAMILY'S HEALTH USE HOOD'S MILK should appear in red. These two lines appear under circular picture.

Take out third paragraph and replace with following wording:

Milk contains important amounts of all known vitamins. While these may be found in other foods as well, there are few if any foods which furnish all these vitamins in such well balanced proportions as does

seal cap which is shown on the resting on check is too long. his cap so as to have the same as that on attached copy, a black-and-white proof.



HOOD'S GRADE

BLUE PRINT O. K.  
MAR 27 1930

COMPLETED

MAKEOVER  
WANTED

ETCHED FOTO  
BLACK & W. PROOF  
HAND COLORED PROOF  
SUBMIT TO OFFICE



Think  
Intelligently

**CURT TEICH & CO., Inc.**  
**HOUSE TELEGRAM**

Act  
Quickly

Verbal orders are not satisfactory. All notices, orders and dispositions of instructions must be given in writing to avoid errors, delays and oversights.

Attention:  
Dept.

MR. SLADEK.

Date

3/10/30

Time  
Deliv'd

Time  
Rec'd

IMPORTANT: - Write your remarks on back of this sheet and immediately return to the undersigned.

H. P. HOOD & SONS, INC.

ORDER NO. 43684 PLATE NO. D-631

MAKEOVER

The instructions given before specifically called for the cows being colored brown-and-white. Customer has complained that on the hand colored proof the cows show black-and-white in some places, and it is absolutely necessary that the black does not show, because the cows are of a certain type and must be only brown-and-white.

The blue ornamentation or lines which appear on both sides of the picture of the cows should be changed to the same type of ornamentation as used on circular D-630, which shows a view of bottle on check.

Change the two oranges to apples, similar to picture in little booklet. When this change, the wording also must be changed accordingly.

Signed

ADVERTISING DEPT.

COMPLETED

BLUE PRINT O. K.

MAR 27 1930

MAKEOVER

WANTED

RETOUCHED FOTO

BLACK & W. PROOF

HAND COLORED PROOF

SUBMIT TO OFFICE

WANTED

RETOUCHED FOTO  
BLACK & W. PROOF  
HAND COLORED PROOF  
SUBMIT TO OFFICE



130315

5

YOUR ORDER AS  
MEMORANDUM  
CONDITIONS ON THE  
PLACES, TITLES AND COLOR DESCRIPTIONS  
D. K. THESE TITLES AND COLOR DESCRIPTIONS  
NATURE AFFIXED AT ONCE. IF NOT RETURNED  
FORMATION CORRECT AND PROCEED WITH THE  
Y. TRULY  
CURT TEICH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

H.P. HOOD & SONS,  
BOSTON, MASS.

NO. D-631

ORDER NO. 43684

DATE 2-10-1930

50 M ENCLOSURES CO-21 SIZE 3 1-2 X 6"

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE AS PER LAYOUT

TITLE (IN FULL) DRINK HOOD'S MILK FOR  
HEALTH AND HAPPINESS.

(ETC. AS PER LAYOUT)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

IMPRINT NONE D-631

R.M.

SEE

REMARKS

D-631

the inside of the Hood barn.  
the same from the Hood circular  
gray walls, and brown and white

uts showing the food value of  
from use the Hood booklet  
tment and colors. Take ~~XXXX~~  
one left.

Additional copy INSTRUCTIONS  
IN ENVELOPE

FILED

WANTED

ATTACHED FOR  
BLACK & W. PHOTO  
HAND DELIVERED FROM  
SUBMIT TO OFFICE

Stuf

From  
For  
enc  
cow

Back  
milk  
encl  
care



UH ORDER AS  
MEMORANDUM

COMPANY INC.  
PARK BLVD. CHICAGO, ILL.

PUBLISHED BY THE COAST PUBLISHING CO., VANCOUVER, B.C. MADE IN U.S.A.		NO. <b>D-632</b> ORDER NO. <b>43695</b>
DATE <b>2-10-1930</b>		
<b>12 M LARGE FOLDER COVERS</b> (ALL OF THIS ON THE ADDRESS SIDE)		<b>FRONT</b> (ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE TITLE (IN FULL) <b>SOUVENIR FOLDER OF          CAPILANO CANYON AND THE NORTH SHORE          VANCOUVER, B.C. CANADA.</b>		FRONT NO. IMPRINT <b>SAME AS ABOVE</b>  <b>R.M.</b>
COLOR DESCRIPTION BUILDINGS ROOF		REMARKS  <b>342-24</b> <b>USE PHOTO NO. <del>343-29</del> &amp; PHOTO NO. 122275</b>
THE COAST PUBLISHING CO., VANCOUVER, B.C.		NO. <b>D-632</b> ORDER NO. <b>43695</b>
DATE <b>2-10-1930</b>		
<b>12 M LARGE FOLDER COVERS</b> (ALL OF THIS ON THE PICTURE SIDE)		<b>BACK</b> (ALL OF THIS ON THE ADDRESS SIDE)
<b>N PICTOGRAPHS.</b>		FRONT NO. IMPRINT <b>NONE</b>  <b>R.M.</b>
SEE  <b>E NEW PHOTO. COLORS AS PER COPY ATTACHED</b> <b>JLL-OUT BACK XXXXX COVER VIEW</b>		REMARKS
& CO.—CUSTOMER		
ADV		

ADV



1/2

YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED THESE TITLES AND COLOR DESCRIPTIONS.  
IT IS ABSOLUTELY NECESSARY FOR YOU TO RETURN THIS ORDER WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
ETC. AND WITHIN THIS PERIOD WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

UNION PACIFIC SYSTEM,  
OGDEN, UTAH.

NO. D-633

ORDER NO. 43773

DATE 2-12-1930

6<sup>M</sup> TIP-ON VIEWS SIZE 3 9-16 X 2 13-16

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL) (NO TITLE)

IMPRINT NONE

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

AS PER COLORED PHOTO ATTACHED

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

ADV

SIGN HERE



BLUE PRINT O. K. *708*  
APR 3 1930

*12*

YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.  
GENTLEMEN,  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY  
ETC., AND RETURN  
IN SIX DAYS WE  
WILL CONSIDER  
THIS INFORMATION  
CORRECT AND  
PROCEED WITH  
THE WORK.

VERY TRULY  
YOURS,  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY A.B. WYCKOFF,  
STROUDSBURG, PA.

NO. D-634  
ORDER NO. 43760

DATE 2-12-1930	
2 M ARTGRAVURE GREEN WHITE BORDER	
(ALL OF THIS ON THE PICTURE SIDE)	
PLACE OF TITLE LOWER BORDER	FRONT NO. 5
TITLE (IN FULL) LODGE AT BREWER COTTAGE, CANADENSIS, PA.	IMPRINT SAME AS ABOVE
(ALL OF THIS ON THE ADDRESS SIDE)	
COLOR DESCRIPTION SEE	REMARKS
BUILDINGS BLDG. GRAY, GREEN ROOF, WHITE TRIM. TAN & GREEN STRIPED AWNINGS, GRAY CHIMNEY. RED & PINK FLOWERS IN FOREGROUND.	
ROOF REMOVE POSTS AND WIRES.	
TRIMMINGS	
PHOTO PROPERTY OF C. T. & CO.—CUSTOMER	
LV	X ADV
SIGN HERE	

WANTED  
RETURNED TO  
BLACK & WHITE  
HARD COLORED PROOF  
SUBMIT TO OFFICE



APR 3 1956

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

DATE 2-12-1930

ORDER NO. 43759

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 5

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS ON LEFT: WHITE, GREEN TRIM. GRAY FINID, STONE PORCH, BASE  
AND COLLING. GRAY VASE S ON STEPS. BING. ON REAR RIGHT  
ROOF GRAY, GREEN ROOF, WHITE TRIM. RUSTIC BENCHES IN YARD.  
TRIMMINGS DARK SIGN, WHITE LETTERS.

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

X ADV

SIGN HERE

# WANTED

ETCHED PHOTO  
BLACK & W. PROOF  
HAND COLORED PROOF  
SUBMIT TO OFFICE



Think  
Intelligently

CURT TEICH & CO., Inc  
**HOUSE TELEGRAM**

Act  
Quickly

Verbal orders are not satisfactory. All notices, orders and dispositions of instructions must be given in writing to avoid errors, delays and oversights.

Attention:  
Dept.

MR. SLADEK

Date

3/22/30

Time  
Deliv'd

Time  
Rec'd

IMPORTANT: - Write your remarks on back of this sheet and immediately return to the undersigned.

Subject - MR. ED. BULLIARD  
ORDER NO. 43783  
PLATE NO. D-636

Make the following corrections on letterhead and rush a revised blueprint proof to us.

Customer wants the little bottle which appears between wording to come out, therefore, it will be necessary to rearrange the wording under EVANGELINE so as to fill up the space properly.

On the picture of sauce bottle customer wants the word HOT to appear between EVANGELINE and SAUCE. Have this correction made on retouched photograph and submit to us before having a new blueprint made.

AK:EH

Rush.

Signed ADV. DEPT.

OVER

Form No. 318-2-20-30-4M

WE ACKNOWLEDGE  
PER ATTACHED  
SPECIFICATIONS AT  
ORDER HERWITH  
IT IS ABSOLUTELY  
NECESSARY THAT YOU  
ETC., AND RETURN THIS SHEET WITH YOUR  
IN SIX DAYS WE WILL CONSIDER THIS IN  
WORK.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

COLOR OF BOTTLE AS PER SAMPLE. (SEE ADV. DEPT.)

ROOF

TRIMMINGS

Mr. Sladek: - May I see flesh tinted  
sketch and r.m. before sending to ERNST  
KUBRICHT

PHOTO PROPERTY OF C. T. & Co.-CUSTOMER

COMPLETED

SIGN HERE

FEB 28 1930

X ADV

WANTED  
RETouched PHOTO  
BLACK & W. PROOF  
HAND COLORED PROOF  
SUBMIT TO OFFICE

HOUSE TELEGRAM

CURT TEICH & CO., Inc



Blue Print  
OK. 3/20/30

2

YOUR ORDER IS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
GENTLEMEN:-  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY NECESSARY THAT YOU O.K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AND DATE AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PLAZA HOTEL CO., CHICAGO, ILL.		NO. D-637
DATE 2-13-1930		ORDER NO. 43784
6 M <b>BLOTTERS</b> SIZE 6 1/2 X 3 1/2 <small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>
PLACE OF TITLE TITLE (IN FULL)  (ETC. AS PER LAYOUT)	AS PER LAYOUT PLAZA HOTEL CHICAGO  (ETC. AS PER LAYOUT)	FRONT NO. IMPRINT C.T.D-637  R.M.
COLOR DESCRIPTION  BUILDINGS  ROOF  TRIMMINGS	SEE  USE PHOTO NO. A-560-30	REMARKS  <i>Mr. Skidder:- Before making the photo make sure of the color of the wall is correct K. Skidder</i>
PHOTO PROPERTY OF C. T. & CO.-CUSTOMER		
LV <i>COPIES</i>		<input checked="" type="checkbox"/> ADV

**FILE**

*Another  
one*

**COMPLETED**

*HC*

**WANTED**  
RETOUCHED FOTO  
BLACK & W. PROOF  
HAND COLORED PROOF  
SUBMIT TO OFFICE



Think  
Intelligently

**CURT TEICH & CO., Inc.**  
**HOUSE TELEGRAM**

Act  
Quickly

Verbal orders are not satisfactory. All notices, orders and dispositions of instructions must be given in writing to avoid errors, delays and oversights.

Attention:  
Dept.

MR. ERNST

Date

3/10/30

Time  
Deliv'd

Time  
Rec'd

IMPORTANT: - - Write your remarks on back of this sheet and immediately return to the undersigned.

**MAKEOVER**

PLAZA HOTEL COMPANY

ORDER NO. 43784 PLATE NO. D-637

Make the following correction and rush a revised blueprint proof to us. Add wording COFFEE SHOP AND CAFE in one line, and in next line: MODERATE PRICES, between the two dashes in center of blotter and italicized wording below. See copy.

Form No. 318-8-27-28

AK:EH

Signed

ADVERTISING DEPT.

**MAKEOVER**

**MAKEOVER**

**Plot Print**

**WANTED**  
RETURNED FOTO  
BLACK & W. PROOF  
HAND COLORED PROOF  
SUBMIT TO OFFICE



Blue Print  
OK 3/25/30

to take

RUSH

YOUR ORDER AS  
MEMORANDUM  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O.K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
YOURS,  
CURT TEICH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

BELLINGHAM HOTEL, BELLINGHAM, WASH.		NO. D-638 ORDER No. 43802
DATE 2-15-1930		
12 M 500 ARTGRAVURE WHITE-BORDER		
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE	UPPER & LOWER BORDER	FRONT NO. 5
TITLE (IN FULL)	TOP- EVERY ROOM A VIEW ROOM	IMPRINT C.T.
	BOT- BELLINGHAM HOTEL, BELLINGHAM, WASH,	R.M.
COLOR DESCRIPTION	SEE	REMARKS
BUILDINGS	TAKE OUT GIRL IN FOREGROUND & AUTO IN FOREGROUND WHERE IT INTERFERES WITH BASE ON BLDG. IT IS O.K TO SHOW	
ROOF	AUTO BEFORE PORTE COCHERE AT RIGHT OF STREET LEVEL.	
TRIMMINGS	PUT FLAG ON FLAG POLE IF POSSIBLE.	
PHOTO PROPERTY OF C. T. & CO.-CUSTOMER		
LV		x ADV
SIGN HERE		

WANTED  
RETOUCHED PHOTO  
BLACK & W. PROOF  
HAND COLORED PROOF  
SUBMIT TO OFFICE



YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER RETURNED TO YOU. THESE TITLES AND COLOR DESCRIPTIONS,  
IT IS ABSOLUTELY NECESSARY THAT YOU O.K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE CORRECT AND PROCEED WITH THE  
WORK.  
GENTLEMEN-  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY NECESSARY THAT YOU O.K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1235-1235 IRVING PARK BLVD. CHICAGO, ILL.

NICHOLAS SPIRO, LA SALLE, ILL.		NO. D-639
DATE 2-15-1930		ORDER No. 43828
12 M 500 ENVELOPES NO. 10		
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE TITLE (IN FULL)	AS PER LAYOUT STARVED ROCK STATE PARK HOTEL NICHOLAS SPIROS, PROP. IN SKY - ILLINOIS' SCENIC WONDER SPOT	FRONT NO. IMPRINT C.T. D-639 R.M.
COLOR DESCRIPTION BUILDINGS ROOF TRIMMINGS	SEE USE PHOTO NO. N-4061 - MAKE MAP FOR FRONT 2 COLORS. ADDITIONAL INSTRUCTIONS IN ENVELOPE	REMARKS Map - D 2148
PHOTO PROPERTY OF C. T. & CO.-CUSTOMER		
COMPLETED		X ADV
SIGN HERE		

WANTED

ETCHED FOTO

BLACK & W. PROOF

AND COLORED PROOF

SUBMIT TO OFFICE

SUBMIT TO OFFICE

AND COLORED PROOF

BLACK & W. PROOF

ETCHED FOTO

WANTED



WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE YOUR ORDER AS MEMORANDUM SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS, ETC. AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

GENTLEMEN:-  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY  
ETC. AND RETURN  
IN SIX DAYS WE  
WORK.

VERY TRULY  
CURT T. FICH & COMPANY INC.  
1735-1737 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY THE ALLIS PRESS,  
KANSAS CITY, MO.

NO. D-640

ORDER No. 43838

DATE 2-15-1930

I M

ARTGRAVURE-BROWN WHITE-BORDER

PLACE OF TITLE

LOWER BORDER CENTER

FRONT No.

5

TITLE (IN FULL)

VALENTINE -ON - BROADWAY

IMPRINT

SAME AS ABOVE

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

X ADV

SIGN HERE

WANTED

ATTACHED TO

BLACK & W. PROOF

HAND COLORED PROOF

SUBMIT TO OFFICE



2  
BLUE PRINT O. K. *[Signature]*  
APR 4 1930

YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
GENTLEMEN:-  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY  
NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
ETC. AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.  
VERY TRULY  
YOURS  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

AHWAGA HOTEL, 3-6 OWEGA, N.Y. DATE 2-15-1930		NO. D-641 ORDER No. 43834
4 M ARTGRAVURE-BROWN WHITE-BORDER		
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE <del>IN SKY</del> <i>Lower center</i>	FRONT NO. 5	
TITLE (IN FULL) HOTEL AH-WA-GA, OVERLOOKING THE SUSQUEHANNA RIVER, O-WE-GO, N.Y.	IMPRINT C.T.	
COLOR DESCRIPTION SEE	REMARKS	R.M. <i>see back of card</i>
BUILDINGS		
ROOF		
TRIMMINGS		
PHOTO PROPERTY OF C. T. & Co.-CUSTOMER		
LV	SIGN HERE	X ADV

*Blue Print*

WANTED  
RETOUCHED FOTO  
BLACK & W. PROOF  
HAND COLORED PROOF  
SUBMIT TO OFFICE



BLUE PRINT O. K. *AS*  
MAR 26 1930

YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY THE ALLIS PRESS,  
KANSAS CITY, MO.

NO. D-642

ORDER No. 43871

DATE 2-18-1930

25 M GROUP (2) ARTGRAVURE-BROWN WHITE BORDERED

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER & LOWER BORDER

FRONT No 5

TITLE (IN FULL) TOP- A "SWEET" HOTEL

IMPRINT SAME AS ABOVE

BOT- HOTEL BOTHWELL, SEDALIA, MISSOURI.

SUB TITLE - GUEST ROOM.

(USE A FANCY TYPE TO SUGGEST A MOTTO  
FOR UPPER BORDER, NOT THE REGULAR TITLE TYPE)

COLOR DESCRIPTION

BUILDINGS

ARRANGE AS PER LAYOUT.

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & Co.-CUSTOMER

LV

X ADV

SIGN HERE

WANTED

RETURNED PCTS  
BLACK & W. PROOF

HAND COLORED PROOF  
SUBMIT TO OFFICE

16-8



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL. **ADV. ORDER**

DIAL NO. <sup>(D642)</sup> 8A-H3054 ORDER NO. 20073 DATE 11-30-1938

CUSTOMER THE ALLIS PRESS  
KANSAS CITY, MO.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE

3 1/8 x 5 1/8

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full MISSOURI HOTEL -- JEFFERSON CITY, MO.

FRONT NO. 5 (All of this on address side)  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

THE ALLIS PRESS, KANSAS CITY, MO.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

TO EXACTLY ~~LIKE~~ <sup>RESEMBLE</sup> 6a-h2912 EXCEPT THAT  
A NEW PHOTOGRAPH IS BEING USED.

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

DEC 5 1938



DIAL NO. **0A3417** CUSTOMER **PUBLISHED BY THE ALLIS PRESS,** DATE ENTERED **AUG 22 1930** DEPT. **RETOUCHING**  
ORDER NO. **48050** **D642** **KANSAS CITY, MO.** ENGRAVING  
DATE **8-18-1930** PHOTO LITHO  
COMPOSING  
LITHO ART  
12 M500 P.C. SIZE **3 1/2 X 5 1/2** STYLE **AMERICAN ART GROUP (2)**

(All this on the picture side)  
PLACE OF TITLE: Upper Lower Center Border Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full **TOP - OSAGE HOTEL, ARKANSAS CITY, KANSAS.**  
**BUT SWEET HOTELS IN MISSOURI - KANSAS.**

RETOUCHING DEPARTMENT  
Submit - Sketch - Layout - Retouched Photo - Wash Drawing. Layout Yes No  
**MAP OF MISSOURI-KANSAS TO GO BELOW PICTURE OF BLDG.**  
**USE SAME MAP AS USED ON 0A3418. FOLLOW SAME INSTRUCTIONS**  
**FOR MAP AS GIVEN ON 0A3418.**

COLOR DESCRIPTION  
(Buildings, Roofs, Trimming, etc.)

SEE CARD NO. 115602 FOR COLOR.

*Layout in envelope 0A. 3418*

(All of this on address side)  
FRONT NO. **5** R. M. Yes No  
R. M. to cover part of Message Space, entire Message Space, or entire Front  
IMPRINT: Customer C. T. Imprint No Imprint  
Trade Mark Yes No  
Special type as sample  
IMPRINT: **SAME AS ABOVE**

PHOTO LITHO  
Rephoto  
Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD CLOTH, with hinge - or without hinge - Not mounted  
See Sample Customer, or Sample for Position, Office  
DELIVER  
Straighten Photo  
NEG. NO.  
Negative, Line, Halftone, Combination.  
Dry, Wet, Pancromatic, Color Separation.  
Transfer, Paper Process, New Process. Screen 120, 133, 150, 175.  
Stripping, White Border, Full Face. Titles - Red, Blue.  
Blue Print Handcolor Black & White Proof.

ENGRAVING DEPARTMENT  
2 HALFTONES FROM 2 COPIES  
DUPLICATES ZINC COLOR PLATES  
LINE & HALFTONE COMB. COLOR PROCESS  
Extra Negatives Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ben Day

3 1/16 2 3/4 zinc  
3 3/16 3 1/8 H. T.

ETCHING DEPT. PAINT IN BACKGROUND SOLID.  
FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE LIKE COPY - VIGNETTE - HIGHLIGHT - WITH LINE  
WITHOUT LINE - SPECIAL BORDER.

SIZE WIDE HIGH SAME SIZE  
BLOCKING DEPT. WOOD MORTISE ANCHOR  
SOLID METAL FLUSH TOP FLUSH BOTTOM FLUSH SIDES  
FLUSH ALL AROUND UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)  
PROOFS FLAT 3 GOOD IN COLORS SPECIAL STOCK  
ELECTROTYPES EACH OF  
ON WOOD METAL

PHOTO PROPERTY OF C. T. & CO. - CUSTOMER - L. V. - ADV



YOUR ORDER AS  
MEMORANDUM

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

DEMOCRAT PRINTING CO.,  
MADISON, WIS.

NO. D-643

ORDER NO. 43869

DATE 2-18-1930

25 M ENVELOPES NO. 10

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE

AS PER LAYOUT

TITLE (IN FULL)

MADISON WISCONSIN.

SUB TITLES - BASCOM HALL, ETC.

(ETC., AS PER COPY ATTACHED)

COLOR DESCRIPTION

SEE

BUILDINGS

AS PER COPY & LAYOUT XXXXENK ENCLOSED IN ENVELOPE

ROOF

TRIMMINGS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

IMPRINT

C.T. D-643

R.M.

TAKE OFF R.M. ON FLAP AFTER 15M  
ARE RUN.

REMARKS

MR. SLADEK - SUBMIT INKED SKETCH  
TO KUBRICHT BEFORE MAKING PLATE

PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

COMPLETED

SIGN HERE

X ADV

WANTED  
RETOUCHED FOTO .....  
BLACK & W. PROOF .....  
HAND COLORED PROOF .....  
SUBMIT TO OFFICE



Think  
Intelligently

**CURT TEICH & CO., Inc.**  
**HOUSE TELEGRAM**

Act  
Quickly

Verbal orders are not satisfactory. All notices, orders and dispositions of instructions must be given in writing to avoid errors, delays and oversights.

<b>Attention:</b> <b>Dept.</b>	<b>MR. ERNST</b>	<b>Date</b> March 17, 1930.	<b>Time</b> <b>Deliv'd</b>	<b>Time</b> <b>Rec'd</b>
-----------------------------------	------------------	--------------------------------	-------------------------------	-----------------------------

IMPORTANT: -- Write your remarks on back of this sheet and immediately return to the undersigned.

SUBJECT: DEMOCRAT PRINTING CO.,  
MADISON, WIS.  
ORDER NO. 43869      PLATE NO. D-643

Make the following correction in reading matter and  
submit a revised blue print proof to us.

The last line, which is a quotation, should be a  
little further apart from the reading matter above it, and should read as  
follows:

Sir Edwin Arnold said, "Madison is the most beautiful  
little city in the world".

AK:M

Form No. 318-2-20-30-4M

ADVERTISING DEPARTMENT  
Signed

D-643

BLUE PRINT O. K. *AK*

MAR 29 1930

*RUSS*

*BLUEPRINT*

**WANTED**  
~~ETCHED PHOTO~~  
~~BLACK & W. PHOTO~~  
~~IN A COLORED PROOF~~  
SUBMIT TO OFFICE



D 644

I. L. MADURO, JR., PANAMA.		NO. D-644
DATE 2-18-1930		ORDER NO. 43085
6M BOOKLET COVERS 24-CARD SIZE		SHEET NO. PHOTO SHEET NO.
BACK		
PLACE OF TITLE TITLE (IN FULL) RUINAS DE LA TORRE DE PANAMA LA VIEJA, DESTRUIDA POR MORGAN HACE MAS DE 300 ANOS. RUINED TOWER AT OLD PANAMA. DESTROYED BY MORGAN OVER 300 YEARS AGO.		FRONT NO. IMPRINT NONE
COLOR DESCRIPTION SEE		REMARKS
BUILDINGS USE PHOTO NO. R-86080.		
ROOF		
TRIMMINGS		
PHOTO PROPERTY OF C. T. & CO.—CUSTOMER		
LV		ADV
CURT TEICH & COMPANY, INC., CHICAGO		
PHOTO TICKET FILE		

Col. Com



BLUE PRINT O.K.  
MAR 27 1930

WE ACKNOWLEDGE WITH THANKS AND ACCEPT SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. ESSEY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS. SET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED INSIDE THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

GENTLEMEN: PER ATTACHED OF YOUR TOTAL IT IS ABSOLUTELY ETC., AND RETURN IN SIX DAYS WORK.

VERY TRULY YOURS,  
CURT TEICH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

I.L. MADURO, JR., 34-46 CATHEDRAL SQUARE, PANAMA.		NO. D-644
DATE 2-18-1930		ORDER No. 43886
6 M BOOKLET COVERS 24-CARD SIZE FRONT		
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE	FRONT NO.	
TITLE (IN FULL) SOUVENIR OF THE REPUBLIC OF PANAMA.	IMPRINT SAME AS ABOVE	
LA CATEDRAL Y PLAZA DE INDEPENDENCIA THE CATHEDRAL SHOWING INDEPENDENCE PARK.	R.M.	
COLOR DESCRIPTION SEE	REMARKS	
BUILDINGS USE PHOTO NO. 99115		
ROOF		
I.L. MADURO, JR.,		NO. D-644
PHOTO NO. 99115		ORDER No. 43886
LV		
OVERS 24-CARD SIZE BACK		
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO.	FRONT NO.	
IMPRINT NONE	IMPRINT NONE	
A TORRE DE STRUIDA POR 300 ANOS. D PANAMA. OVER 300 YEARS AGO.		
SEE	REMARKS	
OTO NO. R-86080.		
OF C. T. & CO. - CUSTOMER		
LV		
ADV		
SIGN HERE		

2-20



BLUE PRINT O. K. 700

APR 3 1939

C.F. GRIMMER,  
LAFAYETTE, LA.

NO. D-645

ORDER No. 43926

DATE 2-20-1930

25 M BLOTTERS FULL-FACED SIZE 3 1-2 X 6 1/4

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE	IN PLATE
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10
11	11
12	12
13	13
14	14
15	15
16	16
17	17
18	18
19	19
20	20
21	21
22	22
23	23
24	24
25	25
26	26
27	27
28	28
29	29
30	30
31	31
32	32
33	33
34	34
35	35
36	36
37	37
38	38
39	39
40	40
41	41
42	42
43	43
44	44
45	45
46	46
47	47
48	48
49	49
50	50
51	51
52	52
53	53
54	54
55	55
56	56
57	57
58	58
59	59
60	60
61	61
62	62
63	63
64	64
65	65
66	66
67	67
68	68
69	69
70	70
71	71
72	72
73	73
74	74
75	75
76	76
77	77
78	78
79	79
80	80
81	81
82	82
83	83
84	84
85	85
86	86
87	87
88	88
89	89
90	90
91	91
92	92
93	93
94	94
95	95
96	96
97	97
98	98
99	99
100	100

TITLE (IN FULL) THE HOME OF GRIMMER'S  
COFFEE

INSKY: LAFAYETTE, LA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No.

IMPRINT C.T. D-645

COLOR DESCRIPTION	SEE
-------------------	-----

REMARKS

## BUILDINGS

INSTRUCTIONS AS PER COPY ENCLOSED IN ENVELOPE

ROOF

## TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

COMPLETED

X ADV

# WANTED

RETOUCHED FOTO .....

BLACK & W. PROOF

**HAND COLORED PROOF** -----

**SUBMIT TO OFFICE**



BLUE PRINT-O. K. *240*  
MAR 31 1930

WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE YOUR ORDER AS SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. IT IS REQUESTED THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS. IF NOT RETURNED WITHIN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

GOWMAN HOTEL,  
SEATTLE, WASH.

NO. *24* D-646

ORDER No. 43925

DATE 2-20-1930

25 M

ARTGRAVURE-BROWN FULL-FACED

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE NONE  
TITLE (IN FULL) (NO TITLE)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No 5  
IMPRINT C.T.

R.M.

COLOR DESCRIPTION SEE

REMARKS

BUILDINGS

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

X ADV

SIGN HERE

BLUE PRINT

WANTED

RETouched FOTO

BLACK & W. PROOF

RETOUCHED FOTO

SUBMIT TO OFFICE

WANTED  
RETOUCHED FOTO  
BLACK & W. PROOF  
HARD COLORED PROOF  
SUBMIT TO OFFICE

3-3



WE ACKNOWLEDGE WITH THANKS AND ACCEPT SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. THESE TITLES AND COLOR DESCRIPTIONS, ETC., ARE ABSOLUTELY NECESSARY THAT YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

GENTLEMEN:-  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY  
ETC., AND RETURN  
IN SIX DAYS WE  
WORK.

YOUR ORDER AS  
MEMORANDUM  
YOUR ORDER AS  
MEMORANDUM  
YOUR ORDER AS  
MEMORANDUM

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

THE COAST PUBLISHING CO.,  
VANCOUVER, B.C.

NO. D-647

ORDER NO. 43960

DATE 2-20-1930

12 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL)

VICTORIA

IMPRINT

NONE

THE CAPITAL CITY OF BRITISH COLUMBIA.  
PARLIAMENT BUILDINGS.

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE SAME PHOTO AS USED ON FRONT OF COVER NO. N-4419

ROOF

MAKE BLDG. A SHADE STRONGER THAN ON COVER N-4419

DATE 2-20-1930

12 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL)

EMPRESS HOTEL.

IMPRINT

NONE

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 4395-29

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

SIGN HERE

ADV



BLUE PRINT O. K.

MAR 26 1930

INSTRUCTIONS:

HOTEL PRINCE  
ENVELOPE SIZE 6 $\frac{3}{4}$ "  
PLATE NO. D-649 ORDER NO. 43982

MR. ERNST:

This subject has to be made over into the new process. After making over into new process submit to us blueprint for our okeh.

ADVERTISING DEPT.

INSTRUCTIONS:

HOTEL PRINCE  
LETTERHEAD SIZE 6"x 9"  
PLATE NO. D-648 ORDER NO. 43983

MR. ERNST:

This subject has to be made over into new work. After making over, rush a blueprint for our oken.

ADVERTISING DEPT.

YOUR ORDER AS  
MEMORANDUM

ES AND COLOR DESCRIPTIONS,  
ED, AT ONCE, NOT RETURNED  
CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

HOTEL PRINCE,  
ARVERNE, N.Y.

NO. D-648

ORDER NO. 43983

DATE 2-22-1930

6 M LETTERHEADS SIZE 6 x 9

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE AS LAYOUT  
TITLE (IN FULL) HOTEL PRINCE,  
ARVERNE, NEW YORK

FRONT NO.  
IMPRINT D-648

COLOR DESCRIPTION SEE  
BUILDINGS USE PHOTO NO. RC-10801  
ROOF MAKE NEW PROCESS.  
TRIMMINGS

REMARKS  
SUBMIT BLUEPRINT PROOF.

HOTEL PRINCE,  
ARVERNE, N.Y.

NO. D-649

ORDER NO. 43982

DATE 2-22-1930

6 M ENVELOPES SIZE 6 3-4

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE IN SKY  
TITLE (IN FULL) HOTEL PRINCE  
ARVERNE, NEW YORK.

FRONT NO.  
IMPRINT C.T. D-649  
R.M.

COLOR DESCRIPTION SEE  
BUILDINGS USE PHOTO NO. RC-10800  
ROOF MAKE NEW PROCESS.  
TRIMMINGS

REMARKS  
SUBMIT BLUEPRINT PROOF

PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

LV

WANTED  
RETOUCHED FOTO  
BLACK & W. PROOF  
HAND COLORED PROOF  
SUBMIT TO OFFICE

X ADV



Done Printed  
OK.  
3/19/30

YOUR ORDER AS  
MEMORANDUM  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
NECESSARY THAT YOU O.K. THESE TITLES AND COLOR DESCRIPTIONS,  
IF NOT RETURNED  
YOUR SIGNATURE AND THE DATE OF RETURN.  
WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY ABE FRANK CIGAR CO.,  
AUSTIN, TEXAS.

NO. D-650

ORDER NO. 44149

DATE 2-27-1930

6 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL) SOUVENIR FOLDER OF  
AUSTIN, TEXAS.  
THE STATE CAPITOL.

IMPRINT SAME AS ABOVE

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

ROOF

USE PHOTO NO. A-435

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
NECESSARY THAT YOU O.K. THESE TITLES AND COLOR DESCRIPTIONS,  
IF NOT RETURNED  
YOUR SIGNATURE AND THE DATE OF RETURN.  
WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

ABE FRANK CIGAR CO.,  
AUSTIN, TEXAS.

NO. D-650

ORDER NO. 44149

DATE 2-27-1930

6 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

FRONT NO.

TITLE (IN FULL) A BEAUTY SPOT ON BULL  
CREEK, 4 MILES ABOVE LAKE  
AUSTIN DAM.

IMPRINT MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 67644

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

ADV

SIGN HERE



BLUE PRINT O.K. *WJ*  
APR 24 1930

YOUR ORDER AS  
MEMORANDUM  
ACKNOWLEDGE WITH THANKS AND ACCURATE  
CIFICATIONS AND CONDITIONS ON THE  
DER HEREWITH ENCLOSED.  
SSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
EET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
NSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1739 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY WESLEY ANDREWS, INC.,  
BAKER, ORE.

NO. D-651-

ORDER NO. 44061

DATE 2-25-1930

12 M LARGE FOLDER COVERS

FRONT

PLACE OF TITLE

TITLE (IN FULL)

SOUVENIR FOLDER OF  
NORTH AND SOUTH HIGHWAY AND  
LEWISTON SPIRAL, LEWISTON, ~~ORE.~~ IDAHO.  
LEWISTON, IDAHO AND CLARKSTON, WASH.  
FROM LEWISTON SPIRAL HIGHWAY.  
(C) ANDERSON PHOTO.

BUILDINGS

ROOF

USE PHOTO NO. 778-30

FRONT NO.

IMPRINT

SAME AS ABOVE

R.M. (MAP)

REMARKS

(map made in envelope)

YOUR ORDER AS  
MEMORANDUM  
ACKNOWLEDGE WITH THANKS AND ACCURATE  
CIFICATIONS AND CONDITIONS ON THE  
DER HEREWITH ENCLOSED.  
SSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
EET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
NSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1739 IRVING PARK BLVD. CHICAGO, ILL.

WESLEY ANDREWS, INC.,  
BAKER, ORE.

NO. D-651

ORDER NO. 44061

DATE 2-25-1930

12 M LARGE FOLDER COVERS

BACK

PLACE OF TITLE

TITLE (IN FULL)

LEWISTON SPIRAL, NORTH  
SOUTH HIGHWAY.

SEE

USE PHOTO NO. 786-30

FRONT NO.

IMPRINT

MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

R.M.

REMARKS

TY OF C. T. & CO.-CUSTOMER

SIGN HERE

ADV

6-19

42-21



YOUR ORDER AS  
MEMORANDUM  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
BEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

AMERICAN ART POST CARD CO.,  
BROOKLINE, MASS.

NO. D-652

ORDER NO. 44056

DATE 2-25-1930

12 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE

TITLE (IN FULL) PICTORIAL FOLDER OF THE  
FLUME RESERVATION, FRANCONIA NOTCH,  
WHITE MTS., N.H.  
THE FLUME.

FRONT NO.

IMPRINT SAME AS ABOVE

R.M.

COLOR DESCRIPTION SEE

BUILDINGS *blend colors of picture*

USE PHOTO NO. 83327 *all the way up*

ROOF

REMARKS

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
BEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

AMERICAN ART POST CARD CO.,  
BROOKLINE, MASS.

NO. D-652

ORDER NO. 44056

DATE 2-25-1930

12 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE

TITLE (IN FULL) ECHO LAKE FROM ARTIST'S  
BLUFF.  
(C) C.F. ALLEN.

FRONT NO.

IMPRINT MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.  
R.M.

COLOR DESCRIPTION SEE

BUILDINGS

USE PHOTO NO. 878-30

ROOF

TRIMMINGS

REMARKS

PHOTO PROPERTY OF C. T. & Co.-CUSTOMER

LV

SIGN HERE

ADV



~~Blue Print~~ OK.  
3/21/30 JH

YOUR ORDER AS  
MEMORANDUM  
ON THE  
CONDITIONS  
HEREWITH ENCLOSED.  
RY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
DER THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY I. ROBBINS & SON,  
PITTSBURGH, PA.

DATE 2-25-1930

NO. D-653  
ORDER NO. 44090

12 M LARGE FOLDER COVERS

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE

TITLE (IN FULL) SOUVENIR FOLDER. MOUNTAIN  
SCENES, MIDLAND TRAIL AND STATE  
ROUTE NO. 21, WEST VIRGINIA.

FRONT-KANAWHA FALLS, W.VA. ON MIDLAND TRAIL.

COLOR DESCRIPTION

SEE

BUILDINGS

USE PHOTO NO. 66920)

FRONT

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

IMPRINT SAME AS ABOVE

R.H.

no CT marks

REMARKS

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

I. ROBBINS & SON,  
PITTSBURGH, PA.

DATE 2-25-1930

NO. D-653  
ORDER NO. 44090

12 M LARGE FOLDER COVER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE

TITLE (IN FULL) NEW RIVER CANYON FROM MIDLAND  
TRAIL NEAR HAWKS NEST.

COLOR DESCRIPTION

SEE

BUILDINGS

ROOF

TRIMMINGS

USE NEW PHOTO. SHOW CEMENT HIGHWAY ON REAR LEFT & LEFT CENTER.  
SHOW RAILROAD CLEAR ON RIGHT OF VIEW.

BACK

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

IMPRINT NO IMPRINT

R.H.

no CT marks

REMARKS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

SIGN HERE

ADV

18

3-3

X



BLUE PRINT O. K. *mg*

JUN 2 1930

INSTRUCTIONS:

MR. SLADEK:

*lengthened*  
Since the building of the General rug & carpet Cleaners has been lightened somewhat, this of course will effect the illustration on pencil layout. Therefore, it will be necessary to lighten the picture somewhat and reduce the wording GENERAL RUG & CARPET CLEANERS to a smaller size. Before going ahead with the making up of hand colored proof, submit the ink sketch on this subject to us for okeh.

MR. BUETTNER:

Color the building as you see fit, in order to make a good-looking job, but the wording INDEPENDENCE 2000 and picture of 'phone should be in red.

For the coloring of background GENERAL, with the long tail, could be either in a green or bluish tint, whereas the word CLEANERS, down below, could be of another appropriate color.

REDDISH BROWN, BLDG. ROOF DARK GREEN, WHITE TRIMMING.  
FRONT SIGN RED LETTERS, YELLOW BACKGROUND.  
WINDOW SIGNS WHITE LETTERS, DARK GREEN BACKGROUND.  
SIDE SIGNS WHITE LETTERS, BLUE BACKGROUND, ALL PHONES ETC. RED.

BLUE PRINT O. K. *mg*  
JUN 2 1930

PER ATTACHED SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. IT IS ABSOLUTELY NECESSARY THAT YOU RETURN THIS SHEET WITH YOUR SKETCHES, ETC., AND RETURN THIS SHEET WITH YOUR SKETCHES, ETC., IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY YOURS,  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

GENERAL RUG & CARPET CLEANERS,  
CHICAGO, ILL.

NO. C-654

ORDER NO. 44072

DATE 2-25-1930

100 M LETTERHEADS SIZE 8 1-2 X 11

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE AS LAYOUT

TITLE (IN FULL) GENERAL RUG AND CARPET

CLEANERS INCORPORATED

4447-49 NORTH KEDZIE AVENUE CHICAGO  
(ETC. AS PER LAYOUT)

COLOR DESCRIPTION

SEE

BUILDINGS

ROOF

TRIMMING

PHOTO PROPER

LV

CO

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

IMPRINT D-654

REMARKS

*Photo returned to customer 2/16/31*

CURT TEICH & CO., Inc.  
HOUSE TELEGR.

y. All notices, orders and dispositions of instructions must be given in writing to avoid errors, delays and

Date

5/19/30

Time

Deliv'd

Time

Rec'd

your remarks on back of this sheet and immediately return to the undersigned

WANTED

ETCHED FOTO

BLACK & W. PROOF

HAND COLORED PROOF

SUBMIT TO OFFICE



D-654  
Office  
2/12/31

BLUE PRINT O. K.

MAY 14 1930

INSTRUCTIONS:

FERNSTROM CARTAGE & VAN COMPANY

MR. SLADEK:

The hairlines which appear on moving van are yellow

Take out snow on street

On photograph of bldg. take our wires and two old bldgs. on each side of storage house. Clean up street.

Take reflections out of windows.

Building is of cream color. Footing of building below large windows in first story is black and white of a marble effect. Moving is of a dark red color.

MR. BUETTNER:

Hairlines on moving van are yellow. Color of wording is yellow also and background is red (dark red).

Building is of a cream color.

ADVERTISING DEPT.

MR. ERNST:

PLACE PHOTOS IN SAME  
POSITION AS SHOWN IN  
ORIGINAL CARD - OF KELLSHIRE

ORDER AS  
RANDOM  
REPRODUCTIONS  
RETURNED  
WITH THE

1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

FERNSTROM FIREPROOF STORAGE,  
CHICAGO, ILL.

NO. D-655

ORDER NO. 44071

DATE 2-25-1930

12 M 500 BUSINESS CARDS SIZE 7 X 2" FOLDED TO 2 X 3 1-2"  
(ALL OF THIS ON THE PICTURE SIDE) ON FOLDER COVER STOCK (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

TITLE (IN FULL) (NO TITLE)

FRONT NO.

IMPRINT NONE

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

ROOF

TRIMMINGS

2 photos net.  
6/22/34

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

SIGN HERE

X ADV

WANTED  
RETouched FOTO  
BLACK & W. PROOF  
HAND COLORED PROOF  
SUBMIT TO OFFICE

11-11



BLUE PRINT O. K. *Handwritten initials*  
march 21 1930

WE ACKNOWLEDGE WITH THANKS AND ACCEPT SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. THESE TITLES AND COLOR DESCRIPTIONS, NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS, SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE

GENTLEMEN:-  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY  
ETC., AND RETURN  
IN SIX DAYS WE  
WORK.

YOUR ORDER AS  
MEMORANDUM  
ON THE  
THESE TITLES AND COLOR DESCRIPTIONS,  
NECESSARY THAT YOU SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

YOUR ORDER AS  
MEMORANDUM  
ON THE  
THESE TITLES AND COLOR DESCRIPTIONS,  
NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY PACIFIC NOVELTY CO.,  
SAN FRANCISCO.

NO. D-656  
ORDER No. 44110

DATE 2-26-1930

24<sup>M</sup> LARGE FOLDER COVER  
(ALL OF THIS ON THE PICTURE SIDE)

FRONT

PLACE OF TITLE  
TITLE (IN FULL) COMMERCIAL SAN FRANCISCO.  
THE CITY LOVED AROUND THE WORLD.  
FRONT-HOTEL AND APARTMENT HOUSES,  
NOB HILL.

FRONT NO.  
IMPRINT SAME AS ABOVE

COLOR DESCRIPTION SEE

REMARKS

BUILDINGS

ROOF

TRIMMINGS

USE PHOTO NO. 1790-29 AND ARRANGE PICTURE AND MESSAGE  
SPACE SAME AS ON COVER NO. N-4377 ENCLOSED.

PACIFIC NOVELTY CO.,  
SAN FRANCISCO, CALIF.

NO. D-656  
ORDER No. 44110

DATE 2-26-1930

24<sup>M</sup> LARGE FOLDER COVER  
(ALL OF THIS ON THE PICTURE SIDE)

BACK

PLACE OF TITLE  
TITLE (IN FULL) AEROPLANE VIEW OF DOCKS  
AND BUSINESS SECTION.  
(C) AEROGRAF CO., OAKLAND, CALIF.

FRONT NO.  
IMPRINT NONE

COLOR DESCRIPTION SEE

REMARKS

BUILDINGS

ROOF

TRIMMINGS

USE PHOTO NO. 2086-29.

PHOTO PROPERTY OF C. T. & Co.-CUSTOMER

LV

SIGN HERE

ADV

*Handwritten signature*  
3-3



BLUE PRINT O. K. *W. G.*  
APR 11 1930

*RUS H*

12

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

GENTLEMEN-  
PER ATTACHED  
OF YOUR TOTAL

YOUR ORDER AS  
MEMORANDUM

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY THE ALLIS PRESS,  
KANSAS CITY, MO.

NO. D-657  
ORDER NO. 44096

DATE 2-26-1930

25 M ARTGRAVURE-PURPLE WHITE-BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER & LOWER BORDER *Center*

FRONT NO. 5

TITLE (IN FULL) TOP- A "SWEET" HOTEL

IMPRINT SAME AS ABOVE (ON DIVIDING  
LINE)

BOT- HOTEL KANSAN DINING ROOM,  
TOPEKA, KANSAS.  
(SET TITLE IN SAME TYPE AS ON JOB)

COLOR DESCRIPTION NO. D-642.) SEE

REMARKS

BUILDINGS

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

X ADV

SIGN HERE

*Blue Print*

WANTED  
RETOUCHED FOTO  
BLACK & W. PROOF  
LAND COLORED PROOF  
SUBMIT TO OFFICE



BLUE PRINT O. K. *[Signature]*  
MAR 26 1930

YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
GENTLEMEN:-  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY  
ETC., AND RETURN  
IN SIX DAYS WE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY THE ALLIS PRESS,  
KANSAS CITY, MO.

NO. D-658

ORDER NO. 44095

DATE 2-26-1930

25 M ARTGRAVURE-GREEN WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER & LOWER BORDER  
TITLE (IN FULL) TOP- A "SWEET" HOTEL  
BOT- HOTEL KANSAN, TOPEKA, KANSAS.  
(SET UP TITLE IN SAME TYPE AS ON  
JOB NO. D-642)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 5  
IMPRINT SAME AS ABOVE (ON DIVIDING  
LINE)

COLOR DESCRIPTION SEE  
BUILDINGS  
ROOF  
TRIMMINGS

REMARKS

PHOTO PROPERTY OF C. T. & Co.-CUSTOMER

LV

SIGN HERE

X ADV

*[Red handwritten: POST]*

*[Red handwritten: Blue Print Int]*

WANTED  
STANDARD PROOF .....  
BLACK & W. PROOF .....  
HAND COLORED PROOF .....  
SUBMIT TO OFFICE

3-17

X



BLUE PRINT O.K. *W.M.*  
APR 8 1930  
APR 8 1930  
BLUE PRINT O.K.

WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE YOUR ORDER AS SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. IT IS ABSOLUTELY NECESSARY THAT YOU O.K. THESE TITLES AND COLOR DESCRIPTIONS, ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

GONZALES COTTON MILL CO., GONZALES, TEXAS.		NO. D-659 ORDER NO. 44117.
DATE 2-26-1930		
2 M <del>ALTER VUE</del> WHITE BORDER		
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE TITLE (IN FULL)	LOWER CENTER BORDER GONZALES COTTON MILL CO., GONZALES, TEXAS.	FRONT NO. 5 IMPRINT C.T. R.M. TAKE OFF R.M. AFTER 1M ARE RUN.
COLOR DESCRIPTION	SEE	REMARKS
BUILDINGS		
ROOF		
TRIMMINGS		
PHOTO PROPERTY OF C. T. & CO.-CUSTOMER		
X LV		XX ADV
SIGN HERE		

*BLUE Print*

WANTED  
RETOUCHED PHOTO  
TAKEN COLONED PHOTO  
SUBMIT TO OFFICE



INSTRUCTIONS:

Subject - CAMP GRAY  
8 1/2" x 11" colored folder

General instructions - This folder is going to be colored on one side only. Do not bother about the other side at all. Just pay attention to the group layout.

MR. SLADEK:

Study customer's dummy very carefully so as to get a general idea of what he wants, then have layout man make up a layout somewhat according to this, but try to get the illustrations to stand out larger if possible. Also, between illustration have some sort of decorative effect. There are a number of decorative effects which I could suggest. For instance, sea gulls and a cloud effect along the top of circular. Between other views you could have a boating scene; a pine tree scene; a man with a fly rod; ducks flying; bob-whites. There are a various number of things that could be worked up decoratively to connect the photographs. Also, in making up your layout allow sufficient space for reading matter, so as let Fritz know how much space he can cover when setting job.

Customer wants the type "Camp Gray on Lake Michigan, Saugatuck, Michigan" to be exactly the same reproduction as shown on this circular. Therefore, do not change. The rest of the type can be set as we see fit.

MR. BOCKSTETTE:

Set type on this job as attractively as possible, following copy as given on layout. Use Goudy old style and Goudy bold where customer shows it on his copy, starting with the sentence "One hundred", the "O" in one should be an initial letter. Set titles in Goudy old style light face. Do not use the cursive letters.

MR. ERNST:

Be sure to put C.T. imprint where indicated on layout.

MR. BUETTNER:

All pictures should be colored according to illustration shown on dummy and also color description as given.

LIVING ROOM COLORS:

Ceiling - white  
Beams & woodwork - shiny black  
Sidewalls - cream  
Natural brown bark covered furniture  
Natural wood floor  
Fireplace - red brick  
Plaster cast above fireplace is gilded  
Vari-colored cretonne curtains  
Orange colored crepe paper electric light shades

YE TUMBLE INN COLORS:

white ceiling  
cream sidewalls  
natural wood tables and chairs  
oak counters  
natural wood floor  
golden tint electric light shades

ADVERTISING DEPT.

CAMP GRAY,  
SAUGATUCK, MICH.

NO. D-660

ORDER NO. 44216

DATE 2-28-1930

25 M FOLDERS SIZE 8 1/2 x 11 FOLDED TO SIZE 3 5/8 x 8 1/2 ON  
LETTERHEAD STOCK.

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE	AS PER LAYOUT	FRONT NO.	
TITLE (IN FULL)	CAMP GRAY ON LAKE MICHIGAN SAUGATUCK, MICHIGAN (ETC. AS PER LAYOUT)	IMPRINT C.T. D-660	
COLOR DESCRIPTION	SEE	REMARKS	
BUILDINGS			
ROOF			
TRIMMINGS			
PHOTO PROPERTY OF C. T. & CO.-CUSTOMER			

LV

SIGN HERE

X ADV

**WANTED**

RETOUCHED FOTO .....  
BLACK & W. PROOF .....  
HAND COLORED PROOF .....  
SUBMIT TO OFFICE /

BLUE PRINT O. K.

MAR 26 1930



2

YOUR ORDER AS  
MEMORANDUM

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER. WE WILL RETURN TO YOU THESE TITLES AND COLOR DESCRIPTIONS.  
IT IS SOLELY YOUR RESPONSIBILITY TO AFFIX THESE TITLES AND COLOR DESCRIPTIONS  
ON THE PHOTO. IF NOT RETURNED  
WITHIN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY I.D.FLORES,  
FLORESVILLE, TEXAS.

NO. D-661

ORDER No. 44246

DATE 3-4-1930

I M

ARTGRAVURE-BROWN WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER BORDER

TITLE (IN FULL) THIRD STREET, LOOKING  
SOUTH EAST, FLORESVILLE, TEXAS.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION SEE

BUILDINGS

ROOF

TRIMMINGS

REMARKS

PHOTO PROPERTY OF C. T. & Co.-CUSTOMER

LV

ADV

SIGN HERE

T VPC in Hand for R  
3-5

X

10



GENTLEMEN:-  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY  
ETC. RETURN THIS  
IN SIX DAYS WE  
WORK.

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

YOUR ORDER AS  
MEMORANDUM

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY I.D.FLORES,  
FLORESVILLE, TEXAS.

NO. D-662

ORDER No. 44246

DATE 3-4-1930

I M

ARTGRAVURE-BROWN WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER BORDER  
TITLE (IN FULL) HIGH SCHOOL, FLORESVILLE,  
TEXAS.

FRONT No. 1  
IMPRINT SAME AS ABOVE

COLOR DESCRIPTION SEE  
BUILDINGS  
ROOF  
TRIMMINGS

REMARKS

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

SIGN HERE

ADV

95 10

3-5  
X



YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED. THESE TITLES AND COLOR DESCRIPTIONS  
IT IS ABSOLUTELY NECESSARY THAT YOU O, K, THESE TITLES AND COLOR DESCRIPTIONS  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY I.D.FLORES,  
FLORESVILLE, TEXAS.

NO. D-663

ORDER NO. 44246

DATE 3-4-1930

I M

ARTGRAVURE-BROWN WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER BORDER

FRONT NO. 1

TITLE (IN FULL) COURT HOUSE, FLORESVILLE,  
TEXAS.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION SEE

REMARKS

BUILDINGS

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & Co.-CUSTOMER

LV

ADV

SIGN HERE



WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O.K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

YOUR ORDER AS  
MEMORANDUM

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY I. D. FLORES,  
FLORESVILLE, TEXAS.

NO. D-664

ORDER NO. 44246

DATE 3-3-1930

I M

ARTGRAVURE -BROWN WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER BORDER

FRONT NO. I

TITLE (IN FULL) C STREET, LOOKING SOUTHWEST,  
FLORESVILLE, TEXAS.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION SEE

REMARKS

BUILDINGS

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

ADV

SIGN HERE



BLUE PRINT O. K. *200*

APR 5 1930

INSTRUCTIONS:

THE HERMITAGE ART COMPANY, INC.  
HOLY HILL FOLDERS - COVER.

MR. SLADEK:

The HOLY HILL FOLDER COVER must be made over, but the general style must be changed in any way. Customer wants his former cover duplicated with the following corrections.

The distant view in the lower left is to be changed to look like the view shown on the new subject no. 6163-29. The coat of arms of the Carmelite Fathers should be reduced somewhat. The word DISCALCED should be added in front of Carmelite. Exactly the same lettering should be used as former type. Customer does not want the views on his new folder cover to go to the edge. The aerial view #142-30 which is enclosed should be framed in with a line.

MR. BUETTNER:

*FORNISH BLUEPRINT BEFORE MAKING FINAL PLATES*  
If you cannot get the same gray color on the border as shown on former cover, try to get close to it or use another type of color.

ADVERTISING DEPT.

*Down.*

HANKS AND ACCREDITATIONS ON THE MEMORANDUM THESE TITLES AND COLOR DESCRIPTIONS ARE AFFIXED AT ONCE IF NOT RETURNED WITH CORRECTION AND PROCEED WITH THE WORK.

TEICH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

HERMITAGE ART CO., INC.,  
CHICAGO, ILL.

NO. D-665

ORDER NO. 44302

DATE 3-4-1930

6 M LARGE FOLDER COVER  
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE

TITLE (IN FULL)

18 SELECT VIEWS OF HOLY HILL AMERICA'S FAVORITE PLACE OF PILGRIMAGE IN CHARGE OF DISCALCED CARMELITE FATHERS, HUBERTUS, P.O.

FRONT- HOLY HILL FROM THE SOUTH.

BUILDINGS

FRONT NO.

IMPRINT NONE

REMARKS

(ALL OF THIS ON THE ADDRESS SIDE)

*Photo loaned YES to Hermitage temporarily 3-19-46*

THE HERMITAGE ART CO.,  
CHICAGO, ILL.

NO. D-665

ORDER NO. 44302

DATE 3-4-1930

6 M LARGE FOLDER COVERS  
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE

TITLE (IN FULL)

BACK- AIR VIEW OF HOLY HILL.

COLOR DESCRIPTION

SEE

BUILDINGS

ROOF

TRIMMINGS

FRONT NO.

IMPRINT COPYRIGHTED, AND MADE BY THE HERMITAGE ART COMPANY, INC., CHICAGO, ILL., R.M.

REMARKS

*1 Pr.*

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

SIGN HERE

X ADV

WANTED

RETouched FOTO

BLACK & W. PROOF

HAND COLORED PROOF

SUBMIT TO OFFICE

WANTED

RETouched FOTO

BLACK & W. PROOF

HAND COLORED PROOF

SUBMIT TO OFFICE



FROM

3012

Postmaster: If not delivered in 15 days notify Van Noy-  
Interstate Co., San Francisco, Cal.

STAMP  
HERE

LEAVE  
UNSEALED

**FROM SALT LAKE CITY  
TO SAN FRANCISCO BAY**  
Along the Line of the Western Pacific Railway  
Feather River Cañon Route

NOTE

This view book contains 25 ex-  
pensive colored reproductions  
of selected views along the line  
of the Southern Pacific Railway

It is reproduced at a very  
large expense and should be of  
more than usual interest to the  
traveler over the line.

Necessarily, the book will  
become soiled through much  
handling in examination, there-  
fore, bear in mind that the agent  
always has clean copies for the  
purchaser.

25 beautiful colored reproductions with descriptive text  
covering points of the greatest interest to the traveler

PLEASE EXAMINE

M

3012

D-665

Published exclusively for  
THE VAN NOY-INTERSTATE COMPANY





YOUR ORDER AS  
MEMORANDUM  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
LET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
INSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY A.S. BURBANK,  
PLYMOUTH, MASS.

DATE 3-4-1930

12 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE

TITLE (IN FULL)

SOUVENIR OF PILGRIM  
PLYMOUTH.  
THE MAYFLOWER, 1620, PLYMOUTH  
HARBOR.

COLOR DESCRIPTION

SEE

BUILDINGS

ROOF

USE PHOTO NO. 42774. EXTEND WATER TO EDGE OF COVER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

IMPRINT SAME AS ABOVE

TAKE OFF IMPRINT AFTER 6,500  
ARE RUN.  
R.M.

REMARKS

NO. D-666

ORDER NO. 44272

A.S. BURBANK,  
PLYMOUTH, MASS.

DATE 3-4-1930

12 M LAGRE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE

TITLE (IN FULL)

BOAT LANDING AND PORTICO  
OVER PLYMOUTH ROCK.

COLOR DESCRIPTION

SEE

BUILDINGS

ROOF

TRIMMINGS

USE PHOTO NO. 118860. TAKE OUT AUTO AND MAN IN MIDDLE  
OF STREET. TAKE OUT NAME OF BOAT. SHORTEN SMOKE STACK.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

IMPRINT MADE BY CURT TEICH &  
CO., CHICAGO, U.S.A.  
R.M.

REMARKS

NO. D-666

ORDER NO. 44272

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

SIGN HERE

ADV



Blue Print  
OK 3/20/30

YOUR ORDER AND MEMORANDUM  
ACKNOWLEDGE WITH THANKS AND ACCEPT SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. IT IS ABSOLUTELY NECESSARY THAT YOUR SIGNATURE AND COLOR DESCRIPTIONS, IF NOT RETURNED WITH THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

WE ACKNOWLEDGE WITH THANKS AND ACCEPT YOUR ORDER AS SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. IT IS ABSOLUTELY NECESSARY THAT YOUR SIGNATURE AND COLOR DESCRIPTIONS, IF NOT RETURNED WITH THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

AMERICAN ART POST CARD CO.,  
BROOKLINE, MASS.

NO. D-667

ORDER NO. 44278

DATE 3-3-1930

12<sup>M</sup> LARGE FOLDER COVERS

FRONT

PLACE OF TITLE

TITLE (IN FULL)

SCENES OF THE ATLANTIC  
OCEAN  
NEW ENGLAND COAST.  
(VERSE)

SUNRISE ON THE ATLANTIC

COLOR DESCRIPTION

SEE

BUILDINGS

ROOF

USE PHOTO NO. 4375-29. SHOW LEFT WING OF BIRD.

FRONT NO.

IMPRINT

SAME AS ABOVE

REMARKS

AMERICAN ART POST CARD CO.,  
BROOKLINE, MASS.

NO. D-667

ORDER NO. 44278

DATE 3-3-1930

12<sup>M</sup> LARGE FOLDER COVERS

BACK

PLACE OF TITLE

TITLE (IN FULL)

TOP- MOONLIGHT  
BOT- THE OCEAN BY NIGHT.

COLOR DESCRIPTION

SEE

BUILDINGS

ROOF

TRIMMINGS

USE PHOTO NO. 76922

FRONT NO.

IMPRINT

MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

REMARKS

PHOTO PROPERTY OF C. T. & Co. CUSTOMER

LV

SIGN HERE

ADV

MAR 17 1930

X  
3-6



BLUE PRINT O. K. *AD*  
MAR 26 1930

ACKNOWLEDGE WITH THANKS AND ACCEPT  
YOUR ORDER AS  
MEMORANDUM  
ON THE  
CONDITIONS  
ENCLOSED.  
WE ACKNOWLEDGE  
YOUR ORDER  
AS  
MEMORANDUM  
ON THE  
CONDITIONS  
ENCLOSED.  
IT IS ABSOLUTELY  
NECESSARY THAT YOU  
O. K. THESE TITLES  
AND COLOR DESCRIPTIONS,  
ETC., AND RETURN  
THIS SHEET WITH YOUR  
SIGNATURE AFFIXED AT  
ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL  
CONSIDER THIS INFORMATION  
CORRECT AND PROCEED WITH  
THE WORK.

VERY TRULY  
YOURS  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

AMERICAN ART POST CARD CO., BROOKLINE, MASS.		NO. <b>D-668</b> ORDER NO. <b>44289</b>
DATE <b>3-4-1930</b>		
<b>12<sup>M</sup> BABY FOLDER COVER</b> (ALL OF THIS ON THE PICTURE SIDE)		<b>3 1/8 x 10 3/4</b> <b>FRONT</b> (ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE TITLE (IN FULL) <b>SOUVENIR FOLDER OF PILGRIM PLYMOUTH.</b> <b>FRONT- THE MAYFLOWER.</b>		FRONT NO. IMPRINT <b>SAME AS ABOVE</b>
COLOR DESCRIPTION BUILDINGS ROOF	SEE <b>USE PHOTO NO. 42774.</b>	REMARKS <b>in 8666</b> <b>MAKE PICTURE FULL FACE.</b>

GENTLEMEN,  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
YOUR ORDER AS  
MEMORANDUM  
ON THE  
CONDITIONS  
ENCLOSED.  
IT IS ABSOLUTELY  
NECESSARY THAT YOU  
O. K. THESE TITLES  
AND COLOR DESCRIPTIONS,  
ETC., AND RETURN  
THIS SHEET WITH YOUR  
SIGNATURE AFFIXED AT  
ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL  
CONSIDER THIS INFORMATION  
CORRECT AND PROCEED WITH  
THE WORK.

VERY TRULY  
YOURS  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

		NO. <b>D-668</b> ORDER NO. <b>44289</b>
DATE		
<b>12<sup>M</sup> BABY FOLDER COVER</b> (ALL OF THIS ON THE PICTURE SIDE)		<b>BACK</b> (ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE TITLE (IN FULL) <b>BACK- THE PILGRIMS GOING TO CHURCH.</b>		FRONT NO. IMPRINT <b>&amp; C</b> <b>C. TEICH XXXX J.S.A.</b>
COLOR DESCRIPTION BUILDINGS ROOF TRIMMINGS	SEE <b>USE PHOTO NO. <del>K-75</del> 65601</b>	REMARKS <b>MAKE PICTURE FULL FACE.</b> <b>947-30</b>
PHOTO PROPERTY OF C. T. & Co.-CUSTOMER		
LV		<b>12-3-19</b> SIGN HERE ADV

MAR 26 1930

K 3-6



MAR 24 1930

H. P. HOOD & SONS, INC.  
LETTERHEAD  
MR. SLADEK:

In making up this letterhead job study layout enclosed in envelope.

The Certified Milk Bottle is to be on top. Place this cut so that it will be in the center of fold, as marked. Grade "A" milk is second. You will notice that this cut is in the center of the middle fold. Jersey Milk is the lowest cut. Center this cut in middle of fold.

Bring out the cream line in these milk bottles, as layout specifies. Also, the word HOOD should be brought out. The background of bottle should be blue. The titles below each cut should be hand drawn, as on top of letterhead or ~~printed~~ set in Franklin Gothic by Fritz.

For top of letterhead follow sample style and trade mark, following the same delicate lines and pastel shades that the Hood Company likes so well.

Before sending this job to Mr. Ernst for making negative let the Advertising Dept. see finished ink layout which is ready to be photographed, for okeh.

MR. BOETTNER:

In coloring this letterhead be sure to get in the blue background of bottles. Color milk a natural color; put in cream, as suggested on layout, and color cow's head as shown on sample pasted on dummy.

ADVERTISING DEPT.

YOUR ORDER AS  
INDICATED  
IS ON THE  
MEMORANDUM  
TITLES AND COLOR DESCRIPTIONS  
FIXED AT ONCE. IF NOT RETURNED  
CORRECT AND PROCEED WITH THE

J. T. TEICH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

H. P. HOOD & SONS, INC.,  
BOSTON, MASS.

NO. D-669

ORDER No. 44332

DATE 3-5-1930

12 M 500 LETTERHEADS SIZE 8 1-2 X 11

PLACE OF TITLE

TITLE (IN FULL)

AS PER LAYOUT

H. P. HOOD & SONS DAIRY

EXPERTS

(ETC. AS PER LAYOUT)

COLOR DESCRIPTION

SEE

BUILDINGS

ROOF

TRIMMINGS

COMPLETED

FRONT No.

IMPRINT NONE D-669

REMARKS

FILE

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

SIGN HERE

X ADV

WANTED  
RETOUCHED FOTO  
BLACK & W. PROOF  
HARD COLORED PROOF  
SUBMIT TO OFFICE



D-669

*Cow Head taken out  
used on D-859*

Think  
Intelligently

**CURT TEICH & CO., Inc.**  
**HOUSE TELEGRAM**

Act  
Quickly

Verbal orders are not satisfactory. All notices, orders and dispositions of instructions must be given in writing to avoid errors, delays and oversights.

Attention: pt. MR. BUETTNER	Date 4/18/30	Time Deliv'd	Time Rec'd
--------------------------------	-----------------	-----------------	---------------

IMPORTANT: - Write your remarks on back of this sheet and immediately return to the undersigned.

Subject - H. P. HOOD & SONS, INC.  
8 1/2" x 11" letterhead  
ORDER NO. 44332 PLATE NO. D669

Customer has requested that the cow's head be lightened.  
Therefore, make correction and submit revised proof. When I sent the job up  
for correction some time ago, I requested the same thing and do not understand  
why you did not carry out first instructions.

*Photo (Trademark)  
to H. P. Hood & Sons 720.30*

Form No. 318-8-27-28 AK:EH

Signed \_\_\_\_\_ ADVERTISING DEPT.

*Revised Cow P.*

**WANTED**  
RETouched FOTO \_\_\_\_\_  
BLACK & W. PROOF \_\_\_\_\_  
HARD COLORED PROOF \_\_\_\_\_  
SUBMIT TO OFFICE /



Think  
Intelligently

# CURT TEICH & CO., Inc. HOUSE TELEGRAM

Act  
Quickly

Verbal orders are not satisfactory. All notices, orders and dispositions of instructions must be given in writing to avoid errors, delays and oversights.

Attn Dep	MR. SLADEK	Date	4/21/30	Time Deliv'd	Time Rec'd
-------------	------------	------	---------	-----------------	---------------

IMPORTANT: -- Write your remarks on back of this sheet and immediately return to the undersigned.

Subject - STATES HOF BRAU RESTAURANT

Order No. 44335  
Plate No. D-670

Customer is not pleased with blue print for the reason that he wants a title in plate, similar as shown on attached blue print proof. Therefore it will be necessary for you to retouch this on photograph and have a new blue print made.

Please rush!

Customer has remarked that the ceiling appears rather light in tone, and we are not sure whether the tone would be heavier when post cards are finished. If you do not think that the ceiling would show heavier aftercards are finished, we ask you to retouch it darker on photograph.

K:M

ADVERTISING DEPARTMENT

Signed

1. Give us the time required for making this correction.

BLUE PRINT O. K.

MAY 13 1930

OUR ORDER AS  
MEMORANDUM

DESCRIPTION  
NOT RETURNED  
SEE WITH THE

CHICAGO, ILL.

STATES HOF BRAU RESTAURANT,  
SAN FRANCISCO, CALIF.

NO. D-670

ORDER NO. 44335

DATE 3-5-1930

2 M

ARTGRAVURE-GREEN

WHITE BORDERED

PLACE OF TITLE

UPPER & LOWER CENTER.

TITLE (IN FULL)

TOP- APPLE ORCHARD  
BOT- STATES HOF BRAU RESTAURANT,  
SAN FRANCISCO.

FRONT No. 5

IMPRINT

C.T.

R.M.

COLOR DESCRIPTION

SEE

BUILDINGS

ROOF

TRIMMINGS

REMARKS

Photo in D-1103

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

SIGN HERE

X

ADV

COMPLETED

FILE

PRINT

WANTED

RETURNED PHOTO

BLACK & W. PHOTO

BLACK & W. PHOTO

SUBMIT TO OFFICE



BLUE PRINT O.K. ~~10/16~~  
APR 8 1930

*Handwritten signature/initials*

YOUR ORDER AS  
MEMORANDUM  
ON THE  
CONDITIONS  
ENCLOSED  
HEREWITH  
O.K. THESE  
TITLES AND  
COLOR DESCRIPTIONS  
IF NOT RETURNED  
WITHIN SIX  
DAYS WE WILL  
CONSIDER THIS  
INFORMATION  
CORRECT AND  
PROCEED WITH  
THE

GENTLEMEN,  
WE ACKNOWLEDGE  
WITH THANKS  
AND APPRECIATION  
YOUR ORDER  
PER ATTACHED  
SPECIFICATIONS  
AND CONDITIONS  
ENCLOSED  
HEREWITH  
O.K. THESE  
TITLES AND  
COLOR DESCRIPTIONS  
IF NOT RETURNED  
WITHIN SIX  
DAYS WE WILL  
CONSIDER THIS  
INFORMATION  
CORRECT AND  
PROCEED WITH  
THE

VERY TRULY  
YOURS  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

VERY TRULY  
YOURS  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY W.A. STEWART'S 5, 10 AND 25C  
STORE, RATON, N. MEX.

NO. D-671

ORDER NO. 44357

DATE 3-5-1930

6 M LARGE FOLDER COVERS

FRONT

PLACE OF TITLE

TITLE (IN FULL) SOUVENIR FOLDER OF  
RATON, NEW MEXICO.

SWASTIKA HOTEL, BEST IN THE RATON.  
HARVEY DETOURS LOCAL HEADQUARTERS.

FRONT NO.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 1005-30

W.A. STEWART'S

RATON, N. M.

DATE 3-5-1930

6 M LARGE FOLDER COVERS

BACK

PLACE OF TITLE

TITLE (IN FULL) SCENIC HIGHWAY.

COLOR DESCRIPTION

SEE

FRONT NO.

IMPRINT MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

BUILDINGS

USE PHOTO NO. 51099-C

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

SIGN HERE

ADV



BLUE PRINT O. K. *AK*  
MAR 31 1930

YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED. THESE TITLES AND COLOR DESCRIPTIONS  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

THE CAMBRIDGE (HOTEL)  
SEATTLE, WASH.

NO. D-672

ORDER No. 44389

DATE 3-6-1930

6 M ARTGRAVURE BROWN, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE LOWER BORDER

FRONT No. 5

TITLE (IN FULL) LOBBY OF THE CAMBRIDGE -

IMPRINT C.T.

NINTH AND UNION STS., SEATTLE,  
WASH.

XXXXXXXXXXXXX  
R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

RETOUCH WHITE STREAK IN FOREGROUND TO MAKE MUCH DARKER, IN  
OTHER WORDS, TO MORE NEARLY APPROXIMATE TONES OF RUGS ON  
WHICH LIGHT STREAK IS CAST.

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & Co.—CUSTOMER

LV

SIGN HERE

XADV

WANTED

RESTORED PHOTO

BLACK & WHITE

AND REPRODUCED FROM

SUBMIT TO OFFICE

Blue Print



21  
2

YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE, IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.  
GENTLEMEN:-  
PER ATTACHED  
OF YOUR TOTAL  
CUTRY TEICH & COMPANY INC.  
1735-1753 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY THE ALLIS PRESS,  
KANSAS CITY, MO.

NO. D-673  
ORDER NO. 44418

DATE 3-8-1930  
M

(ALL OF THIS ON THE PICTURE SIDE) ART GRAVURE-BROWN WHITE-BORDER (ON THE ADDRESS SIDE)

PLACE OF TITLE  
TITLE (IN FULL) LOWER CENTER BORDER  
CENTRAL Y.M.C.A., 10TH  
AND OAK STREET, KANSAS CITY, MISSOURI.

FRONT NO  
IMPRINT 5  
SAME AS ABOVE

COLOR DESCRIPTION SEE  
REMARKS  
BUILDINGS TAKE OUT BLDG. AT EXTREMEX LEFT OF Y.M.C.A. NOTE THAT THE  
ROOF 5 STORY BLDG. TO IMMEDIATE LEFT OF MAIN BLDG. IS PART OF  
TRIMMINGS Y.M.C.A. & SHOULD BE LEFT IN PICTURE. TAKE OUT BUGGY & AUTO  
& BICYCLE, SIGN ON CORNER, TELEGRAPH POLES WIRES & BLDG. TO  
RIGHT.

PHOTO PROPERTY OF C. T. & Co.-CUSTOMER

LV

X ADV

SIGN HERE

FILE

COMPLETED

1314-171111

WANTED

RECORDED FOTO  
BLACK & W. PROOF  
HAND COLORED PROOF  
SUBMIT TO OFFICE

X 3-10



APR 12 1930

10

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

SIGN HERE

Blue Print

**WANTED**  
**DETACHED FBI**  
**W. P. G. F.**  
**COLORED PROSP**  
**SUBMIT TO OFFICE**



Done Print  
OK  
3/11/30

YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
ETC. AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY ASHEVILLE POST CARD CO.,  
ASHEVILLE, N.C.

NO. D-675

ORDER NO. 44453

DATE 3-10-1930

6 M VIEW CARDS SIZE 7 X 11 FULL-FACED  
(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

TITLE (IN FULL)

FRONT NO.

IMPRINT SAME AS ABOVE

TITLE - LAKE LURE, WESTERN  
NORTH CAROLINA.

PRINT SUBJECTS NO. ON FRONT

COLOR DESCRIPTION

SEE

BUILDINGS

USE PHOTO NO. 120443

ROOF

TRIMMINGS

REMARKS

no C. T. Marks

PHOTO PROPERTY OF C. T. & Co.-CUSTOMER

LV

SIGN HERE

ADV



Blue Print  
OK 3/21/30

WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE THE SPECIFICATIONS AND CONDITIONS ON THE MEMORANDUM ATTACHED TO YOUR ORDER. IT IS ABSOLUTELY NECESSARY THAT YOU FURNISH THESE TITLES AND COLOR DESCRIPTIONS, ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

GENTLEMEN,  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY  
ETC., AND RETURN  
IN SIX DAYS WE  
WORK.

YOUR ORDER AS  
MEMORANDUM  
SPECIFICATIONS  
AND CONDITIONS  
ON THE  
ATTACHED  
TO YOUR ORDER  
FURNISH THESE  
TITLES AND COLOR  
DESCRIPTIONS,  
ETC., AND RETURN  
THIS SHEET WITH  
YOUR SIGNATURE  
AFFIXED AT ONCE  
IF NOT RETURNED  
IN SIX DAYS WE  
WILL CONSIDER  
THIS INFORMATION  
CORRECT AND  
PROCEED WITH  
THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY ASHEVILLE POST CARD CO.,  
ASHEVILLE, N.C.

NO. XX D-676

ORDER NO. 44453

DATE 3-8-1930

6 M VIEW CARDS SIZE 7 X 11 FULL FACED

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE ON FRONT

TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

IMPRINT SAME AS ABOVE

TITLE - CHIMNEY ROCK, '225  
FEET HIGH'', WESTERN NORTH  
CAROLINA.

PRINT SUBJECT NO. ON FRONT.

COLOR DESCRIPTION SEE

BUILDINGS

ROOF

TRIMMINGS

USE BEST PHOTO. SHOW FLAG SLIGHTLY LARGER THAN THE FLAG  
ON PHOTO.

REMARKS

no C.T. Marks

PHOTO PROPERTY OF C. T. & Co.-CUSTOMER

LV

ADV

SIGN HERE



BLUE PRINT O.K. 1930

INSTRUCTIONS:

Subject - BARTLETT SPRINGS HOTEL Letterhead 8 1/2" x 11"

MR. SLADEK:

In making up this letterhead you can either take a rephoto of the line drawings on former letterhead used by Bartlett Springs Company or use the line drawing as it is, just retouching the black out in certain places where necessary.

If you think you will have considerable difficulty with the bottle, there is a reproduction of this same bottle, which is a retouched photo. This is in envelope No. D-146. You can work up this bottle from whatever you think is best for your purpose.

In working over this line drawing be sure study coloring very carefully, as shown on sample colored proof. Also, hand letter the wording exactly as shown on colored proof we sent to customer.

Read instructions given to Mr. Buettner.

MR. BUETTNER:

Color letterhead same as on former colored proof submitted to customer with the exception of following:

Customer wants some of the wording to appear in photo purple, but we know this is impossible, therefore, leave that same wording in black or use some other color which you think would work out. Customer says photo purple color cannot be had, have some other nice color, but not red, yellow, or green.

ADVERTISING DEPT.

PLAS  
DUM  
ONS,  
INED  
THE

BARTLETT SPRINGS CO.,  
SAN FRANCISCO, CALIF.

DATE 3-11-1930

12 M 500 LETTERHEADS SIZE 8 1-2 X 11

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE AS PER LAYOUT  
TITLE (IN FULL) BARTLETT SPRINGS CO.  
BARTLETT SPRINGS  
LAKE COUNTY CALIFORNIA  
(ETC. AS PER LAYOUT)

COLOR DESCRIPTION

SEE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.  
IMPRINT NONE D-677

REMARKS

Drawing used on D-1684

Think  
Intelligently

**BART TEICH & CO., Inc.**  
**HOUSE TELEGRAM**

Act  
Quickly

Verbal orders are not satisfactory. All notices, orders and dispositions of instructions must be given in writing to avoid errors, delays and oversights.

Attention:  
Dept.

MR. SLADEK

Date

4/14/30

Time  
Deliv'd

Time  
Rec'd

IMPORTANT: - Write your remarks on back of this sheet and immediately return to the undersigned.

Subject - BARTLETT SPRINGS COMPANY Letterhead  
ORDER NO. 44500 PLATE NO. 677

The telephone number is incorrect and should be changed to read FRANKLIN 5386. Have this taken care of and rush a new blueprint to us.

Form No. 318 2-20-30-4M

AK:EH

Signed ADVERTISING DEPT.

SUBMIT TO OFFICE



ORDER AS  
ORANDUM  
SCRIPTIONS  
RETURNED  
WITH THE

GO. ILL.

WILLIAMS - BEERS ICE CO.,  
ST. PETERSBURG, FLA.  
3-11-1930

NO. D-678

ORDER NO. 44515

INSTRUCTIONS:

Subject - WILLIAMS-BEERS ICE COMPANY  
3 1/2" x 6 1/4" Blotters

MR. SLADYK:

Study the enclosed layout in envelope for blotter; Picture of ice box is to appear on one side and wording on other. It will be necessary to have a rephoto made of the colored illustration, and then have that rephoto properly retouched. At the bottom of refrigerator the wording SAVE WITH ICE as attached must show in same style with same effect.

The wording WILLIAMS-BEERS ICE will appear in red. Hand letter this wording.

Before having any type set, have layout man pencil sketch his idea of how this blotter should look, then submit this pencil sketch to Advertising Dept. for okeh. You can make your estimate according to the pencil sketch that layout man makes up. We want a good advertising blotter for the Williams-Beers Ice Co.

Read instructions to Mr. Buettner.

MR. BUETTNER:

Color up the vegetables and other articles in refrigerator, according to the sample enclosed in envelope. The wording WILLIAMS-BEERS ICE should appear in red; balance of wording can appear in black.

The background of ice box must have the ~~blue color as shown on sample pinned to customer's~~ **be black**

NOTICE - The firm's color scheme is a blue field with orange print, therefore, it would be very advisable to have a blue background with orange wording on top. However, we leave the coloring of other parts to your judgment.

ADVERTISING DEPT.  
**FOR OTHER COLORING SEE COPY.**

12 M500 BLOTTERS SIZE

(ALL OF THIS ON THE PICTURE SIDE)

OF TITLE AS LAYOUT  
(IN FULL) WILLIAMS - BEERS  
ICE  
(ETC. AS PER LAYOUT)

FRONT NO.

IMPRINT C.T. D-678

R.M.

DESCRIPTION

SEE

REMARKS

INGS

INGS

PROPERTY OF C.T. & CO. - CUSTOMER

**COMPLETED**

LV

SIGN HERE

X ADV

**WANTED**

ETCHED FOTO

BLACK & W. PROOF

HAND COLORED PROOF

SUBMIT TO OFFICE



MAY 2 1930

GENTLEMEN,  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY  
Etc., ETC.  
IN SIX DAYS  
WORK.

WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE THE SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED.

WE WILL RETURN THIS SHEET WITH YOUR SIGNATURE THESE TITLES AND COLOR DESCRIPTIONS, AFFIXED AT ONCE, IF NOT RETURNED, TO YOU IN SIX DAYS.

VERY TRULY,  
C. L. FEIGEL & COMPANY INC.  
1735-1725 IRVING PARK BLVD. CHICAGO, ILL.

CAPITAL MFG. CO.,  
KINGSVILLE, TEXASS

NO. D-679

ORDER NO. 44534

DATE 3-11-1930

I M

ARTGRAVURE FULL-FACED

PLACE OF TITLE AS LAYOUT

TITLE (IN FULL) FEATURES OF THE CAPITAL  
MQP  
(ETC. AS PER LAYOUT)

FRONT NO. 5

IMPRINT C.T. ON DIVIDING LINE

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

ROOF

TRIMMINGS

SHOW ALL THE LETTERING JUST LIKE ON <sup>COPY</sup>~~CARTON~~

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

SIGN HERE

X ADV

# FILE

**WANTED**  
**DETACHED PHOTO**  
**BLACK & WHITE**  
**NO COLOR PHOTO**  
**SUBMIT TO OFFICE**

19



BLUE PRINT O. K. *W 7*  
APR 9 1930

YOUR ORDER AS  
SPECIFICATIONS AND CONDITIONS ON THE  
MEMORANDUM  
HEREWITH ENCLOSED.  
ARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
T WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IDER THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY WESLEY ANDREWS, INC.,  
BAKER, ORE.

NO. D-680

ORDER NO. 44556

DATE 3-12-1930

12 M LARGE FOLDER COVERS

FRONT

PLACE OF TITLE

TITLE (IN FULL)

SOUVENIR FOLDER OF

SEASIDE, OREGON.

BEACH VIEW SHOWING TRAIL'S END.

FRONT NO.

IMPRINT

SAME AS ABOVE

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 104096

*see instructions  
yellow slips*  
NO. D-680

NO. D-680

ORDER NO. 44556

WESLEY ANDREWS, INC.,  
BAKER, ORE.

DATE 3-12-1930

12 M LARGE FOLDER COVERS

BACK

PLACE OF TITLE

TITLE (IN FULL)

TRAILS END PROMENADE

CIRCLE AND TURN-AROUND.

FRONT NO.

IMPRINT

XXXXXXXXXXXX MADE BY

CURT TEICH & CO., CHICAGO, U.S.A.

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

ROOF

USE PHOTO NO. 806-30

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

ADV

SIGN HERE

WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
TOTAL  
ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.



BLUE PRINT O. K. APR 7  
M. 9. 0

1-12-30

YOUR ORDER AS  
MEMORANDUM 1930

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER. THESE TITLES AND COLOR DESCRIPTIONS  
WILL BE USED. IT IS ABSOLUTELY NECESSARY  
THAT YOUR SIGNATURE BE AFFIXED AT ONCE. IF  
NOT RETURNED IN SIX DAYS WE WILL CONSIDER  
THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

GENTLEMEN-  
PER ATTACHED  
OF YOUR ORDER  
IT IS ABSOLUTELY  
ETC., AND RETURN  
IN SIX DAYS WE  
WORK.

VERY TRULY  
COURT TEICH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

HOTEL BETHLEHEM, BETHLEHEM, PA.		MAKEOVER	NO. D-681
DATE 3-12-1930		ORDER NO. 44555	
12 M 500 ARTGRAVURE-BROWN WHITE BORDER		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE LOWER CENTER IN 2 LINES		FRONT NO. 5	
TITLE (UNFULL) HOTEL BETHLEHEM, BETHLEHEM, PENNA.		IMPRINT C.T. (ON DIVIDING LINE)	
FREE PARKING SPACE AT ALL TIMES.		MAKEOVER	
COLOR DESCRIPTION	SEE	REMARKS	
BUILDINGS	rush		
ROOF			
TRIMMINGS			
PHOTO PROPERTY OF C. T. & CO.-CUSTOMER			
LV	/	X ADV	
SIGN HERE			

Blue Print

WANTED  
RETOUCHED PHOTO  
BLACK & W. PROOF  
HAND COLORED PROOF  
SUBMIT TO OFFICE



BLUE PRINT O. K. *HSS*  
APR 25 1930  
~~0831-144~~

WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE THE SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. THESE TITLES AND COLOR DESCRIPTIONS, IF NOT RETURNED WITHIN SIX DAYS, WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

GENTLEMEN:-  
PER ATTACHED ORDER HEREWITH ENCLOSED. THESE TITLES AND COLOR DESCRIPTIONS, IF NOT RETURNED WITHIN SIX DAYS, WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY J.L.ROBBINS CO.,  
SPOKANE, WASH.

NO. D-682  
ORDER NO. 44586

DATE 3-13-1930

12<sup>M</sup> LARGE FOLDER COVERS  
(ALL OF THIS ON THE PICTURE SIDE)

FRONT (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE  
TITLE (IN FULL) SOUVENIR FOLDER OF THE  
BIG HORN MOUNTAINS,  
WYOMING.

FRONT NO.  
IMPRINT SAME AS ABOVE

COLOR DESCRIPTION SEE  
BUILDINGS  
ROOF  
TRIMMINGS (USE PHOTO NO. 1236-29)

REMARKS  
*Photograph retel, see if sufficient*

J.L.ROBBINS CO., SPOKANE, WASH.

NO. D-682  
ORDER NO. 44586

DATE 3-13-1930

12<sup>M</sup> LARGE FOLDER COVERS  
(ALL OF THIS ON THE PICTURE SIDE)

BACK (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE  
TITLE (IN FULL) TEN SLEEP CANYON,  
WYOMING.

FRONT NO.  
IMPRINT MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

COLOR DESCRIPTION SEE  
BUILDINGS  
ROOF  
TRIMMINGS USE NEW PHOTO

COMPLETED

Photo D. 4412

PHOTO PROPERTY OF C. T. & Co.-CUSTOMER

LV

SIGN HERE

ADV

18-2-6



BLUE PRINT O.K. *Wg*  
APR 9 1930

*Rush  
no sheet  
showing*

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O.K. THESE TITLES AND COLOR DESCRIPTIONS.  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN 7 DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

W.R. MALM & CO., SAN FRANCISCO, CALIF.		NO. D-683
DATE 3-14-1930		ORDER No. 44608
4 M <b>ARGRAVURE-GREEN</b> <b>WHITE BORD R</b> <small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>
PLACE OF TITLE TITLE (IN FULL) (NO TITLE)		FRONT No. 5 IMPRINT C.T. (ON DIVIDING LINE) <i>R.M. set</i> TAKE OFF R.M. AFTER 2M ARE RUN SEND BALANCE TO GORDON
COLOR DESCRIPTION	SEE	REMARKS
BUILDINGS	<i>DO NOT MOUNT</i>	
ROOF	<i>Photo R.M. on other side</i>	
TRIMMINGS		
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER		
LV <i>Robert Guy</i>	<i>4/4/5 P.M.</i>	
SIGN HERE		X ADV

*Blue Print*

**WANTED**  
~~RETOUCHED FOTO~~  
~~BLACK & W. PROOF~~  
~~HARD COLORED PROOF~~  
SUBMIT TO OFFICE



BLUE PRINT O.K.  
APR 23 1930  
APR 23 1930

*Push*

19 1897

YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH  
SPECIFICATIONS AND  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY WILLIAM A. WEISEL CO.,  
BEDFORD, PA.

NO. D-684  
ORDER NO. 44625

DATE 3-15-1930

24 M LARGE FOLDER COVERS  
(ALL OF THIS ON THE PICTURE SIDE)

FRONT  
(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE  
TITLE (IN FULL) SOUVENIR OF LINCOLN HIGHWAY  
AND GRAND VIEW POINT LOOKOUT  
17 MILES EAST OF BEDFORD, PA.  
GRANDVIEW POINT HOTEL ON LINCOLN HIGHWAY,  
WEST OF BEDFORD, PA.

FRONT NO.  
IMPRINT SAME AS ABOVE  
R.M.  
no C.T. Marks

COLOR DESCRIPTION  
BUILDINGS USE NEW PHOTO. BLDG. WHITE, GREEN ROOF. ORANGE & GREEN STRIPED  
AWNINGS, ORANGE GREEN & BLUE STREAMER FLAGS ON TOP, BROWN & GRAY  
ROOF MIXED STONE WALL, SHOW HIGHWAY IN DISTANCE ON LEFT, SHOW VALLEY  
& MOUNTAINS CLEAR IN REAR. DRAW IN BEACON ON TOP OF BLDG. SAME  
TRIMMINGS AS ON PHOTO NO. 1147-30. PUT CLOUDS IN SKY.  
EXTEND VIEW ACROSS TOP OF COVER.

PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

*use red attractive  
letter on title*

YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

WM. A. WEISEL CO.,  
BEDFORD, PA.

NO. EX D-684  
ORDER NO. 44625

DATE 3-14-1930

24 M LARGE FOLDER COVERS  
(ALL OF THIS ON THE PICTURE SIDE)

BACK  
(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE  
TITLE (IN FULL) LINCOLN HIGHWAY AND  
JUNIATA RIVER EAST OF BEDFORD, PA.

FRONT NO.  
IMPRINT MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.  
R.M. no C.T. Marks

COLOR DESCRIPTION  
BUILDINGS USE PHOTO NO. 117548  
ROOF  
TRIMMINGS

PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

REMARKS  
*R. 3-25*

LV

SIGN HERE

ADV

COMPLETED



BLUE PRINT O. K. *mz*  
APR 25 1930

YOUR ORDER AS  
MEMORANDUM  
ON THE  
CONDITIONS  
SPECIFICATIONS  
AND COLOR DESCRIPTIONS  
THAT YOU O. K. THESE TITLES  
AND COLOR DESCRIPTIONS  
WITH YOUR SIGNATURE AFFIXED  
AT ONCE. IF NOT RETURNED  
WITH THIS INFORMATION CORRECT  
AND PROCEED WITH THE  
VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
GENTLEMEN  
PER ATTACHED  
OF YOUR TOTAL  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

FRANK L. LEE CO., INC.,  
MIDDLESBORO, KY.

NO. D-685

ORDER NO. 44704

DATE 3-19-1930

6 M LARGE FOLDER COVERS

FRONT

PLACE OF TITLE

TITLE (IN FULL) SOUVENIR FOLDER OF  
MIDDLESBORO, KY. AND CUMBERLAND  
GAP, TENN.

THREE STATES MARKER  
KENTUCKY - TENNESSEE - VIRGINIA

COLOR DESCRIPTION

SEE

FRONT NO.

IMPRINT NONE

R.M.

REMARKS

BUILDINGS USE NEW PHOTO. SEE CARD ATTACHED FOR COLORS.

FRANK L. LEE CO., INC.,  
MIDDLESBORO, KY.

NO. D-685

ORDER NO. 44704

DATE 3-19-1930

6 M LARGE FOLDER COVERS

BACK

PLACE OF TITLE

TITLE (IN FULL) SKYLAND HIGHWAY TO TOP  
OF PINNACLE MOUNTAIN.

COLOR DESCRIPTION

SEE

FRONT NO.

IMPRINT MADE KN BY CURT TEICH &  
CO., CHICAGO, U.S.A.

R.M.

REMARKS

BUILDINGS USE PHOTO NO. 3745-29. MAKE A LITTLE DARKER GREEN.

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

SIGN HERE

ADV



BLUE PRINT O. K. *Weg.*  
JUN 2 1930

ACKNOWLEDGE WITH THANKS AND ACCEPT THESE TITLES AND COLOR DESCRIPTIONS, AND CONDITIONS ON THE REVERSE OF THIS SHEET, AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED WITHIN 10 DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE PRINTING.  
VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY NASHVILLE, TENN.		NO. D-686	
DATE 3-20-1930		ORDER NO. 44746	
6 M BOOKLET (ALL OF THIS ON THE PICTURE SIDE)		8-CARD SIZE FRONT (4 5/8 x 3 9/16)	
PLACE OF TITLE	FRONT NO.	14 2/16 x 3 5/8	
TITLE (IN FULL) VIEWS OF NASHVILLE, TENN. (TENN. TO BE IN SMALL TYPE) STATE CAPITOL.	IMPRINT SAME AS ABOVE R.M. to come TAKE OFF IMPRINT AFTER 4M ARE RUN.		
COLOR DESCRIPTION SEE	REMARKS		
BUILDINGS			
ROOF	USE PHOTO NO. 12141		

*make new copy of blue print*

ACKNOWLEDGE WITH THANKS AND ACCEPT THESE TITLES AND COLOR DESCRIPTIONS, AND CONDITIONS ON THE REVERSE OF THIS SHEET, AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED WITHIN 10 DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE PRINTING.  
VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

ZIBART BROS., NASHVILLE, TENN.		NO. D-686	
DATE 3-20-1930		ORDER NO. 44746	
6 M COVERS FOR 8-POST CARD BOOKLETS (ALL OF THIS ON THE PICTURE SIDE)		BACK (ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE	FRONT NO.		
TITLE (IN FULL) GEORGE PEABODY COLLEGE. NASHVILLE	IMPRINT MADE BY CURT TEICH & CO., CHICAGO, ILL. U.S.A. R.M. to come		
COLOR DESCRIPTION SEE	REMARKS		
BUILDINGS			
ROOF	USE PHOTO NO. R-76745		
TRIMMINGS			

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

ADV



BLUE PRINT O.K. *Wg*  
APR 18 1930

WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE YOUR ORDER AS SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. THESE TITLES AND COLOR DESCRIPTIONS, ETC. AND RETURN THIS SHEET WITH YOUR ORDER, WITHOUT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

HOTEL CADILLAC, ROCHESTER, N.Y.		NO. D-687
DATE 3-21-1930		ORDER NO. 44780
12 M 500		ARTGRAVURE- <i>Brown</i>
WHITE BORDERED		
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE	UPPER & LOWER BORDER	FRONT NO. 5
TITLE (IN FULL)	TOP- KAN-YA-TO INN OVERLOOKING BEAUTIFUL SKANEATELES LAKE. BOT-MODERN HOMELIKE HOTEL THAT IS DELIGHTFULLY DIFFERENT.	IMPRINT C.T. (ON DIVIDING LINE)  R.M.
COLOR DESCRIPTION	SEE	REMARKS
BUILDINGS	ELIMINATE POLES & WIRES. CORNERS TO BE RETOUCED & WOULD LIKE THE LENGTH TO BE AS LONG AS POSSIBLE.	
ROOF		
TRIMMINGS		
PHOTO PROPERTY OF C. T. & CO.-CUSTOMER		
LV		X ADV
SIGN HERE _____		

BLUE PRINT

WANTED  
RETOUCED FOTO  
BLACK & W. PROSE  
HAND RETOUCED PROSE  
SUBMIT TO OFFICE

X-26



BLUE PRINT O. K. *400*  
APR 1 1930

*RUSH*

*Ret. only*

RAS  
DUM  
IONS,  
RERS  
THE

WE ACKNOWLEDGE  
SPECIFICATION  
ORDER HEREWITH  
ABSOLUTELY NECESSARY THAT  
RETURN THIS SHEET WITH YOU  
IN SIX DAYS WE WILL CONSIDER THIS  
WORK.  
GENTLEMEN,  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY  
ETC. AND WE

SO. ILL.

COMMONWEALTH HOTEL BLDG. CORP.,

CHICAGO, ILL.

DATE 3-21-1930

25 M FOLDERS ARTGRAVURE-BLUE SIZE 8 3-4 XII FOLDED TO 3 7-8 X.  
(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE AS PER LAYOUT  
(TITLE IN FULL) (TITLE TO COME)

FRONT NO.  
IMPRINT C.T. (D-688)  
R.M.

COLOR DESCRIPTION SEE

BUILDINGS  
ROOF  
TRIMMINGS

*photo turned 4/28/30*

REMARKS  
MR SLADEK - MAKE A DUMMY PENCIL  
LAYOUT FOR CUSTOMER'S O'K LEAVING  
SPACE FOR TYPE. STUDY PHOTOS.  
USE OWN IDEAS FOR POSITION. FOLDER  
WILL BE SAME STYLE AS NEW LAWRENCE  
HOTEL.

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

SIGN HERE

X ADV

WANTED

RETURNED FOR  
BLACK & W. PROOF  
HAND COLORED PROOF  
SUBMIT TO OFFICE

WANTED

RETURNED FOR  
BLACK & W. PROOF  
HAND COLORED PROOF  
SUBMIT TO OFFICE



MAY 2 1930

**YOUR ORDER AS  
MEMORANDUM**

ANKS AND ACCEPT  
DITIONS ON THE  
D.

THESE TITLES AND COLOR DESCRIPTIONS.  
URE AFFIXED AT ONCE. IF NOT RETURNED  
ITION CORRECT AND PROCEED WITH THE

LY  
TEICH & COMPANY INC.  
1755 IRVING PARK BLVD. CHICAGO, ILL.

DATE 3-21-1930

ORDER NO. 44788

1 M DOUBLE CARD(CIRCULARS) SIZE 7 ~~1/2~~ X 5 1-2 ARTGRAVURE

FRONT NO. 5  
IMPRINT C.T.  
R.M.

DESCRIPTION	SEE
-------------	-----

REMARKS

TO BE SCORED

INGS

# FILE

PROPERTY OF C. T. & CO.—CUSTO

LV

X ADV

SIGN HERE

INSTRUCTIONS:

Subject - FOREST INN

MR. SLADEK:

This is to be a double Artgravure card folder. On one side pictures are to appear; on the other side reading matter and post card front similar to rough pencil layout enclosed in envelope.

Before going ahead with the making up of a negative we want a pencil sketch in dummy form showing how this card will look when finished. Give this to your layout man. Let him join the sides of pictures, giving sort of a natural ornamentation or decoration on the group views, perhaps a mountain scene in the background with birds soaring in the air, and the lettering FOREST INN on the building view could be of a larger size something like on the folder, and on the other side he could rule in the space for copy. Have this pencil layout made on heavy paper, so that it can be folded and given to customer in dummy form for his okeh before actual work on folder is started.

We want an A-1 advertising mailing card.

ADVERTISING DEPT.

**WANTED**  
RETURNED FOTO  
BLACK & W. PROOF  
HARD COLORED PROOF  
SUBMIT TO OFFICE



BLUE PRINT O. K. *mgf.*  
MAY 28 1930

WE ACKNOWLEDGE WITH THANKS AND ACCEPT YOUR ORDER AS SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS, ETC. AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

GENTLEMEN: PER ATTACHED ORDER TOTAL IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS, ETC. AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

A.E. YOUNG, SAULT STE. MARIE, MICH.		NO. <b>K D-690</b> ORDER NO. <b>46015</b>
DATE <b>5-8-1930</b> <b>M</b>		
<b>12</b> <b>LARGE FOLDER COVERS</b> <small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<b>FRONT</b> <small>(ALL OF THIS ON THE ADDRESS SIDE)</small>
PLACE OF TITLE	FRONT NO.	
TITLE (IN FULL) <b>BEAUTIFUL UPPER MICHIGAN THE LAND OF "HIAWATHA"</b>	IMPRINT <b>NONE</b>	
	<b>R.M. &amp; MAP</b>	
COLOR DESCRIPTION	SEE	REMARKS
BUILDINGS		
ROOF	<b>USE PHOTO NO. 107942</b>	
TRIMMINGS		

A.E. YOUNG, SAULT STE. MARIE, MICH.		NO. <b>D-690</b> ORDER NO. <b>460</b>
DATE <b>5-8-1930</b> <b>M</b>		
<b>12</b> <b>LARGE FOLDER COVERS</b> <small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<b>BACK</b> <small>(ALL OF THIS ON THE ADDRESS SIDE)</small>
PLACE OF TITLE	FRONT NO.	
TITLE (IN FULL) <b>HIGHWAY SCENE IN NORTHERN MICHIGAN.</b>	IMPRINT <b>MADE BY CURT TEICH CHICAGO, I U.S.A.</b>	
	<b>R.M.</b>	
COLOR DESCRIPTION	SEE	REMARKS
BUILDINGS		
ROOF	<b>USE PHOTO NO. 107109</b>	
TRIMMINGS		
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER		
LV		
SIGN HERE		

**COMPLETED**



BLUE PRINT O. K. *Fig.*  
JUL 3 1930

ACKNOWLEDGE WITH THANKS AND ACCEPT SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. IT IS NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS, SET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED INSIDE THIS INFORMATION CORRECT AND PROCEED WITH THE

GENTLEMEN: YOUR ORDER AS MEMORANDUM  
R ATTACHED  
YOUR TOTAL  
IT IS COMPLETELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS, SET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED INSIDE THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

COPYRIGHTED AND PUBLISHED BY GARDNER'S STUDIO,  
HARLINGEN, TEXAS.

NO. D-691

ORDER No. 44835

DATE 3-24-1930

12 M LARGE FOLDER ~~XXXXXXXXXX~~ COVERS FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

FRONT No.

TITLE (IN FULL) SOUVENIR FOLDER OF THE  
LOWER RIO GRANDE VALLEY OF TEXAS.  
FRONT- 500 LBS. OF DATES AND A  
Peach.  
(C) GARDNER'S STUCIO

IMPRINT SAME AS ABOVE

R.M. TO COME

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 1344-30.

ROOF

GARDNER'S STUDIO,  
HARLINGEN, TEXAS.

NO. D-691

ORDER No. 44835

DATE 3-24-1930

12 M large folder cover BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

FRONT No.

TITLE (IN FULL) PARK SCENE IN THE LOWER  
RIO GRANDE VALLEY.

IMPRINT MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

(C) GARDNER'S STUCIO.

R.M. TO COME

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

(USE PHOTO NO. 1345-30.

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

SIGN HERE

ADV

X 3-22



BLUE PRINT O. K. *Wg.*  
JUN 16 1930

YOUR ORDER AS  
MEMORANDUM  
ACKNOWLEDGE WITH THANKS AND ACCEPT  
CONDITIONS AND CONDITIONS ON THE  
HEREWITH ENCLOSED.  
Y THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
PER THIS INFORMATION CORRECT AND PROCEED WITH THE  
VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

U.S. CHAIN & FORGING CO.,  
PITTSBURGH, PA.

NO. D-692  
ORDER NO. 44856

DATE 3-25-1930

25 M BLOTTERS SIZE 4 X 9

PLACE OF TITLE ■ IN PLATE  
TITLE (IN FULL) UNITED STATES CHAIN &  
FORGING CO., PITTSBURGH, PA.  
(ETC. AS PER LAYOUT)

FRONT NO  
IMPRINT C.T. D-692

R.M.  
TAKE OFF R. AS MARKED ON PROOF

COLOR DESCRIPTION SEE  
BUILDINGS

REMARKS

# HOUSE TELEGRAM

are not satisfactory. All notices, orders and dispositions of instructions must be given in writing to avoid errors

Referring to the rough sketch,  
chain, I suggest that you get a  
possibly a couple of I-beams being lowered with a man standing  
on same, and bring out the chain design like their style A  
on the enclosed circular, which I have marked with an "X".

At the left of the sketch, where you show a ship at anchor;  
also get a little action into this, then arrange their copy  
between these two sketches.

*Make a good job*

Time  
Deliv.

& Co.-CUSTOMER

**COMPLETED**

X ADV

SIGN HERE

**WANTED**

ETCHED PHOTO  
BLACK & W. PROOF  
COLOR PROOF  
SUBMIT TO OFFICE



YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HERWITH ENCLOSED THESE TITLES AND COLOR DESCRIPTIONS.  
IT IS NECESSARY THAT YOU SIGNATURE BE AFFIXED AT ONCE. IF NOT RETURNED  
IN THIS SHEET WITH OUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY CHURCH STORE,  
STE. ANNE DE BEAUPRE, MADE IN U.S.A.

NO. D-693

ORDER NO. 44863

DATE 3-26-1930

12 M PICTURES SIZE 11 X 17 ON FOLDER COVER STOCK / WHITE BORDER

PLACE OF TITLE BELOW VIEW

TITLE (IN FULL) LA STATUE MIRACULEUSE

THE MIRACULOUS SHRINE

SAINTE ANNE DE BEAUPRE.

ABOVE

FRONT NO.

IMPRINT SAME AS ABOVE

NOCT MARKS

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

ROOF

TRIMMINGS

USE PHOTO NO. 1564-29. MAKE FACES & EYES GAIN A LITTLE.

DO NOT FORGET THAT THE AUREOLA IN THE BACK OF STATUE IS A  
FOOT BEHIND THE STATUE.

FOR COLORS & OTHER INSTRUCTIONS SEE COPIES ATTACHED.

O.-CUSTOMER

SIGN HERE

ADV

#### INSTRUCTIONS.

The gown of Saint Anne should be of the same color all along  
the gown appears

The lining of St. Anne's mantle should be green at every  
detail that lining is supposed to be seen.

See the small picture here enclosed for the white around the neck.

The color of the Blessed Virgin on the arm of St. Anne, is of Prussian  
Blue at at statue here.

The statue of Saint Anne should be detached of the aureola in the  
back. At looking at your picture, we should say the uncut aureola and  
St. Anne's statue are the same piece. The aureola in the back of the  
statue is a foot behind the statue.

Now you put a kind of roses on that center part of the aureola. You  
know there is no question of colors there. The gilded copper is more  
shining and glittering being embossed. So you should try to find a way to  
make that effect, without having recourse to colors.

To these suggestions for corrections you can add others, In that way the  
faces and eyes could gain a little.



BLUE PRINT O. K. MAY 7 1930

WE ACKNOWLEDGE WITH THANKS AND ACCEPT YOUR ORDER AS SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS, IF NOT RETURNED WITH THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED WITHIN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

WE ACKNOWLEDGE WITH THANKS AND ACCEPT YOUR ORDER AS SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS, IF NOT RETURNED WITH THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED WITHIN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

NO D-694  
ORDER NO. 44876

PUBLISHED BY THE G.A. BOECKLING CO.,  
CEDAR POINT, SANDUSKY, OHIO.

DATE 3-26-1930  
M

24 M LARGE FOLDER COVERS

PLACE OF TITLE	FRONT (ALL OF THIS ON THE ADDRESS SIDE)
TITLE (IN FULL) SOUVENIR OF CEDAR POINT ON LAKE ERIE SECTION OF BEACH.	FRONT NO. IMPRINT SAME AS ABOVE R.M.
COLOR DESCRIPTION SEE	REMARKS
BUILDINGS USE NEW PHOTO. ON LEFT BLDG. DARK BUFF, BROWN PORCH POSTS.	
ROOF GRAY PIER ON RIGHT. REMOVE LARGE POLES & WIRES.	
TRIMMINGS MAKE WATER IN LAKE BLUE. AS MUCH SPACE AS PERMISSABLE.	SHOW VIEW LARGE SIZED, COVERING PUT CLOUDS IN SKY.

NO: D-694  
ORDER NO. 44876

G.A. BOECKLING CO.,  
CEDAR POINT, SANDUSKY, OHIO.

DATE 3-26-1930

24 M LARGE FOLDER COVERS

PLACE OF TITLE (ALL OF THIS ON THE PICTURE SIDE)	BACK (ALL OF THIS ON THE ADDRESS SIDE)
TITLE (IN FULL) AEROPLANE VIEW OF CEDAR POINT-ON-LAKE ERIE.	FRONT NO. IMPRINT MADE BY CURT TEICH & CO., CHICAGO, U.S.A. R.M.
COLOR DESCRIPTION SEE	REMARKS
BUILDINGS USE PHOTO NO. 289-29	
ROOF	
TRIMMINGS	

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV SIGN HERE ADV



BLUE PRINT O. K. *Wg*  
APR 15 1930

YOUR ORDER AS  
MEMORANDUM  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1738 IRVING PARK BLVD. CHICAGO, ILL.

F. W. WOOLWORTH CO.,  
BROWNSVILLE, TEXAS.

NO. D-695  
44942  
ORDER NO. ~~44936~~

DATE 3-28-1930

6 M LARGE FOLDER COVERS

FRONT

PLACE OF TITLE  
TITLE (IN FULL) SOUVENIR FOLDER OF  
BROWNSVILLE, TEXAS AND MATAMOROS,  
MEXICO.  
INTERNATIONAL BRIDGE CONNECTING  
BROWNSVILLE, TEXAS AND MATAMOROS, MEXICO.

FRONT NO.  
IMPRINT NONE  
R.M.

COLOR DESCRIPTION SEE  
BUILDINGS USE PHOTO NO. 2572-29.  
ROOF

REMARKS

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1738 IRVING PARK BLVD. CHICAGO, ILL.

F. W. WOOLWORTH CO.,  
BROWNSVILLE, TEXAS.

NO. D-695  
44942  
ORDER NO. 44942

DATE 3-28-1930

6 M LARGE FOLDER COVERS

BACK

PLACE OF TITLE  
TITLE (IN FULL) AEROPLANE VIEW OF BUSINESS  
DISTRICT OF BROWNSVILLE, SHOWING  
INTERNATIONAL BRIDGE LEADING INTO  
MATAMOROS, MEXICO.

FRONT NO.  
IMPRINT MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.  
R.M.

COLOR DESCRIPTION SEE  
BUILDINGS USE NEW PHOTO.  
ROOF  
TRIMMINGS

REMARKS

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

SIGN HERE

ADV



BLUE PRINT Q. K.  
MAY 14 1930

YOUR ORDER AS  
MEMORANDUM  
THE  
SE TITLES AND COLOR DESCRIPTIONS,  
IF NOT RETURNED  
ARE AFFIXED AT ONCE. IF NOT RETURNED  
WITH YOUR INFORMATION CORRECT AND PROCEED WITH THE  
WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

FLETCHER BROTHERS CO.,  
WINSTON-SALEM, N.C.

DATE 3-26-1930

NO. D-696

ORDER NO. 44889

25 M KE LETTERHEADS SIZE 8 1-2 X 11

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE AS PER LAYOUT  
TITLE (IN FULL) FLETCHER BROTHERS CO.  
(ETC. AS PER LAYOUT)  
SEE INSTRUCTIONS

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO.  
IMPRINT D-696  
R.M.

COLOR DESCRIPTION SEE  
BUILDINGS USE PHOTO NO. N-4181  
ROOF  
TRIMMINGS

REMARKS  
INSTRUCTIONS IN  
ENVELOPE

PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

Think  
Intelligently

CURT TEICH & CO., Inc.  
**HOUSE TELEGRAM**

Act  
Quickly

x ADV

Verbal orders are not satisfactory. All notices, orders and dispositions of instructions must be given in writing to avoid errors, delays and oversights.

Attention: Dept.	MR. SLADEK	Date	5/5/30	Time Deliv'd	Time Rec'd
---------------------	------------	------	--------	-----------------	---------------

IMPORTANT: - Write your remarks on back of this sheet and immediately return to the undersigned.

Subject - FLETCHER BROS. CO.  
ORDER 44889 PLATE NO. D-696

Customer is pleased with handcolored proof of letterhead with  
the exception of the coloring which appears on overalls.

They want the overalls to be a shade darker blue. Study the  
sample overalls which you have upstairs; also one of the boys with striped  
overalls should be corrected. Marked on letterhead you will find "touch position,  
this garment, hangs loose and sloppy." It will be up to you, Mr. Sladek, to get  
the overalls to hang properly and neatly. Get away from the sloppy appearance.

Rush corrected handcolored proof.

Form No. 318-2-20-30-4M

AK:EH

Signed ADV. DEPT.

COMPLETED

WANTED  
DETACHED FOTO  
BLACK & W. PROOF  
HAND COLORED PROOF  
SUBMIT TO OFFICE



BLUE PRINT O. K. *W. G.*  
APR 23 1930

WE ACKNOWLEDGE WITH THANKS AND ACCEPT THE CONDITIONS ON THE ORDER HEREWITH ENCLOSED. THESE TITLES AND COLOR DESCRIPTIONS, SPECIFICATIONS, AND COLOR DESCRIPTIONS, WILL BE RETURNED TO YOU ONLY IF YOU SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE, WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

YOUR ORDER AS MEMORANDUM  
GENTLEMEN:-  
PER ATTACHED  
OF TOTAL  
ETC., AND RETURN THIS  
IN SIX DAYS WE WILL  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY JOHNSTOWN NEWS CO.,  
JOHNSTOWN, PA.

NO. **XX D-697**

ORDER NO. **44902**

DATE **3-27-1930**

**12 M** LARGE FOLDER COVERS

FRONT

PLACE OF TITLE

TITLE (IN FULL)

SOUVENIR FOLDER OF  
JOHNSTOWN, PA.

FRONT NO.

IMPRINT

SAME AS ABOVE

PLOT OF UNKNOWN DEAD CONTAINING 779  
UNKNOWN BODIES OF VICTIMS OF THE JOHNSTOWN  
FLOOD, MAY 31, 1869.

R.M.

COLOR DESCRIPTION

REMARKS

BUILDINGS

USE PHOTO NO. 1485-30.

ROOF

USE BRIGHT RED COLOR ON TITLE LETTERS & USE ATTRACTIVE COLORS  
ON COVER.

TRIMMINGS

JOHNSTOWN NEWS CO.,  
JOHNSTOWN, PA.

NO. **D-697**

ORDER NO. **44902**

DATE **3-27-1930**

**12 M** LARGE FOLDER COVERS

BACK

PLACE OF TITLE

TITLE (IN FULL)

BIRD'S-EYE VIEW OF  
JOHNSTOWN.

FRONT NO.

IMPRINT

MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

USE PHOTO NO. 1480-30

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

ADV

HERE



BLUE PRINT O. K. *W. Z.*  
APR 29 1930

WE ACKNOWLEDGE WITH THANKS AND ACCEPT YOUR ORDER AS SPECIFICATIONS AND CONDITIONS ON THE MEMORANDUM OF YOUR PHOTOGRAPHY. IT IS ABSOLUTELY NECESSARY THAT YOUR SIGNATURE BE AFFIXED AT ONCE IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

RALEIGH HALL,  
NEW YORK CITY, N.Y.

DATE 3-27-1930

NO. D-698

ORDER NO. 44920

6	M	ARTGRAVURE-BROWN	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE IN PANEL (AS ON 2656-29)		FRONT NO. 5	
TITLE (IN FULL) LOBBY ENTRANCE -RALEIGH HALL - NEW YORK CITY.		IMPRINT <del>ALFRED ROBINS</del> <del>ADVERTISING</del> ARTGRAVURE BY N.Y. R.M.	
COLOR DESCRIPTION	SEE	REMARKS	
BUILDINGS			
ROOF			
TRIMMINGS			

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

SIGN HERE

☒ ADV

WANTED

RETouched FOTO

BLACK & W. PROOF

HAND COLORED PROOF

SUBMIT TO OFFICE



20

BLUE  
KIDNEY  
WATER  
4/5/1  
10/13  
TR  
H

WE ACKNOWLEDGE WITH THANKS AND APPRECIATION YOUR ORDER AS SPECIFICATIONS AND CONDITIONS ON THE MEMORANDUM ORDERED BY YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS. IF NOT RETURNED WITHIN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

ED. BULLIARD ST. MARTINSVILLE, LA.		NO. D-699
DATE 3-28-1930		ORDER NO. 44958
12 M 500 MENU (L.H. STOCK) 5 1-2 X 8		
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE	AS PER LAYOUT	FRONT NO.
TITLE (IN FULL)	MENU	IMPRINT D-699
(ETC. AS PER COPY)		R.M.
COLOR DESCRIPTION	REMARKS	
BUILDINGS	COLORS OF BOTTLE SAME AS ON D-636.	
TRIMMINGS	USE SAME PHOTO OF BOTTLE AS IN ENVELOPE D-636	
PHOTO PROPERTY OF C. T. & CO.-CUSTOMER		
LV		X ADV
SIGN HERE		

WANTED  
RETURNED FOTO  
BLACK & W. PROOF  
COLOR PROOF  
SUBMIT TO OFFICE



BLUE PRINT O. K. *W. G.*  
APR 25 1930

YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC. AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE, IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1739 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY THE ALLIS PRESS,  
KANSAS CITY, MO.

NO. D-700  
ORDER No. 44974

DATE 3-29-1930

*Brown*

I M GROUP (3) ARTGRAVURE ~~BLUE~~ WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER & LOWER BORDER

TITLE (IN FULL) TOP- NEW FIELD HOUSE  
BOT- WASHBURN COLLEGE, TOPEKA, KANSAS  
SUB TITLES - COACH ERNEST E. BEARG  
COACH ELMER HOLM

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT No. 5  
IMPRINT SAME AS ABOVE

~~R. M. TEICH~~ COME *NO*

COLOR DESCRIPTION SEE REMARKS  
PLACE FIELD HOUSE IN CENTER, COACH HOLM AT LEFT & COACH BEARG  
BUILDINGS AT RIGHT.

ROOF  
TRIMMINGS

PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

LV

SIGN HERE

X ADV

*031 P 7*

WANTED  
RETIRED FOTO  
BLACK & W. 38F  
HAND-COLORED PROOF  
SUBMIT TO OFFICE

*4-12*

X



WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE THE PERMANENT ATTACHMENT OF YOUR TOTAL ORDER HEREWITH ENCLOSED. IT IS ABSOLUTELY NECESSARY THAT YOU O.K. THESE TITLES AND COLOR DESCRIPTIONS, ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED WITHIN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

NO. D-701

ORDER NO. 44973

DATE 3-29-1930

1 M GROUP (2)

~~ART GRAVURE - BEE~~

WHITE BORDER

PLACE OF TITLE LOWER CENTER BORDER

FRONT No. 5

(ALL OF THIS ON THE ADDRESS SIDE)

TITLE (IN FULL) BOT- WASHBURN ~~SCHOOL~~,  
TOPEKA, KANSAS.

9 IMPRINT

SAME AS ABOVE

SUB TITLES - THE MUSIC SCHOOL  
A BM CAMPUS VIEW.

~~44~~ No.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

## ROOF

## TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

**SIGN HERE**

X ADV

WANTED

BLACK & W. 3220F

THIS COLORED PHOTO

**SUBMIT TO OFFICE**

4-121



BLUE PRINT O. K. *AK*  
MAY 9 1930

YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
GENTLEMEN:-  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY  
NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY THE ALLIS PRESS,  
KANSAS CITY, MO.

NO. D-702

ORDER NO. 44972

DATE 3-29-1930

2 M GROUP (3) ARTGRAVURE-~~BLUE~~ WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER & LOWER BORDER

TITLE (IN FULL) TOP-BENTON HALL,

RESIDENCE FOR YOUNG WOMEN.

BOT- WASHBURN COLLEGE, TOPEKA, KANSAS.

SUB TITLES - "PARLOR" STUDENTS' ROOM.

FRONT NO. 5

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SEE

REMARKS

PLACE BENTON HALL AT TOP OF CARD, PARLOR AT BOTTOM LEFT &

BUILDINGS STUDENT ROOM AT BOTTOM RIGHT.

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

X ADV

COMPLETED

file *Blue Print*

WANTED

RETouched FOTO

TEACH & W. PROOF

HAND-COLORED PHOTO

SUBMIT TO OFFICE



BLUE PRINT O.K. *W. G.*  
APR 25 1930

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
YOURS  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY THE ALLIS PRESS,  
KANSAS CITY, MO.

NO **D-703**

ORDER NO. **44971**

DATE **3-29-1930**

**I M** **ARTGRAVURE-PURPLE WHITE BORDER**  
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE **UPPER & LOWER CENT,**  
TITLE (IN FULL) **TOP- MULVANE ART MUSEUM,**  
**HOME OF THE ART DEPARTMENT,**  
**BOT-WASHBURN COLLEGE, TOPEKA, KANSAS.**

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. **5**  
IMPRINT **SAME AS ABOVE**

~~ANY~~ **NONE**

COLOR DESCRIPTION **SEE**

BUILDINGS

ROOF

TRIMMINGS

REMARKS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

SIGN HERE

☒ ADV

*Blue Print*

**WANTED**  
**ETCHED PHOTO**  
**BLACK & W. PROOF**  
**HAND COLORED PROOF**  
**SUBMIT TO OFFICE**



Think  
Intelligently

# CURT TEICH & CO., Inc. HOUSE TELEGRAM

Act  
Quickly

Verbal orders are not satisfactory. All notices, orders and dispositions of instructions must be given in writing to avoid errors, delays and oversights.

Attention:  
dept.

MR. ERNST

Date

4/29/30

Time  
Deliv'd

Time  
Rec'd

IMPORTANT: -- Write your remarks on back of this sheet and immediately return to the undersigned.

Subject - UPTOWN HOTEL  
ORDER NO. 45206 PLATE NO. D-704

Make following corrections on blueprint proof and rush  
a new blueprint to us.

On "Longbeach" the first three letters should be in caps  
because they have the dial system: LONGbeach. Also take out the word HOTEL  
between COURTEOUS and SERVICE, then centering COURTEOUS SERVICE.

Please rush.

Form No. 30-30-4M AK:EH

Signed ADV. DEPT.

FILE

WANTED  
RETouched FOTO  
BLACK & W. PROOF  
HAND COLORED PROOF  
SUBMIT TO OFFICE

NO. D-704

ORDER NO. 45026

AVURE BROWN- WHITE BORDER

(SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

FIREPROOF

FRONT NO. 5

IMPRINT C.T.

ELAND

R.M.

ER LAYOUT)

SEE

REMARKS

NO. 108561.

IN XX DISPLAY TYPE,  
OF ADJOINING BUILDING.

CUT OFF STREET SO WORDING CANX  
SMALLER SKY, ALSO.

SIGN HERE

X ADV



BLUE PRINT O. K. *W9*  
APR 19 1930

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

YOUR ORDER AS  
MEMORANDUM  
VERY TRULY  
CURTIS LEITCH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY CHAS W. PARRISH,  
SAUGATUCK, MICH.

NO. D-705

ORDER NO. 45027

DATE 3-31-1930

50 M

ENVELOPES SIZE 6 3-4"

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE AS LAYOUT

TITLE (IN FULL)

SAUGATUCK, MICHIGAN'S  
GREATEST SUMMER RESORT.  
(ETC. AS PER LAYOUT)

FRONT NO.

(ALL OF THIS ON THE ADDRESS SIDE)

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SEE

BUILDINGS

ROOF

TRIMMINGS

USE PHOTO NO. RC-12642.

MAKE NEW PROCESS.

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

SIGN HERE

ADV

WANTED

RETURNED FOTO

BLACK & W. PROOF

HAND COLORED PROOF

SUBMIT TO OFFICE



GENTLEMEN:-  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O.K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

KNICKERBOCKER HOTEL,  
CANAAAN, CONN.

NO. D-706

ORDER NO. 45039

DATE 4-1-1930

50 M FOLDERS CO-1-110 SIZE 8 3/4 X 11 3/4 FOLDED TO SIZE 8 3/4 X 3 7/8"

PLACE OF TITLE AS PER LAYOUT

TITLE (IN FULL) SEMON'S KNICKERBOCKER HOTEL  
THE GEM OF THE BERKSHIRE HILLS  
(ETC. AS PER LAYOUT)

FRONT NO

PRINT C.T. D-706

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

INSTRUCTIONS & COLORS AS PER COPIES ENCLOSED IN ENVELOPE

ROOF

TRIMMINGS

FILE

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

COMPLETE

SIGN HERE

X

ADV

WANTED

RETouched FOTO

BLACK & W. PROOF

WAS COLORED PROOF

SUBMIT TO OFFICE



Think  
Intelligently

**CURT TEICH & CO., Inc.**  
**HOUSE TELEGRAM**

Act  
Quickly

Verbal orders are not satisfactory. All notices, orders and dispositions of instructions must be given in writing to avoid errors, delays and oversights.

Attention:  
Dept.

MR. SLADEK

Date

5/13/30

Time

Deliv'd

Time

Rec'd

IMPORTANT: - Write your remarks on back of this sheet and immediately return to the undersigned.

Subject - SEMONS KNICKERBOCKER HOTEL  
ORDER NO. 45038 PLATE NO. D-706

Customer is very well pleased with his colored folder with the exception of the following changes which must be made at once. Have a blueprint proof rushed to us.

Customer complains that many of the pictures lack detail. He wants the detail to show up much more clearly, that is, have more high light.

Take the bedroom: You did a fine job on joining the two photos and adding detail to the dresser, but the bath room side must be brought out clearer especially the bath room itself and the fixtures within. The bed is also too flat and unnatural looking; make this look more like a bed and have bath room fixtures show up more. Coloring is Okeh.

Customer is very much disappointed with the main dining room. In the first place you have cut off both ends of the picture, that is, about one inch of (over.)

Signed

318-2-20-30-4M

COMPLETED

BLUE PRINT O. K.

JUN 3 1930

WANTED

RETURNED PHOTO

BLACK & W. PROOF

COLORED PROOF

SUBMIT TO OFFICE



BLUE PRINT O. K.

APR 11 1930

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU SIGN  
THIS SHEET WITH YOUR SIGNATURE AND DATE  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION  
CORRECT AND PROCEED WITH THE  
WORK.

YOUR ORDER AS  
MEMORANDUM

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

EMATY DRUG CO.,  
EASTLAND, TEXAS.

NO. D-707

ORDER NO. 45087

DATE 4-2-1930

1 M ARTGRAVURE BROWN WHITE BORDER

PLACE OF TITLE UPPER RIGHT BORDER

TITLE (IN FULL) CONNELLY HOTEL, EASTLAND,  
TEXAS.

FRONT NO. I

IMPRINT ~~SEE~~ NONE

COLOR DESCRIPTION SEE

BUILDINGS

ROOF

TRIMMINGS

REMARKS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

SIGN HERE

ADV



BLUE PRINT O. K.

APR 11 1930

WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE YOUR ORDER AND SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS, ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
YOURS,  
CURT TEICH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

BLATY DRUG CO.,  
EASTLAND, T. KAS.

NO. D-708

ORDER NO. 45087

DATE 4-2-1930

1 M ARTGRAVURE BROWN WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER RIGHT BORDER  
TITLE (IN FULL) TEXAS STATE BANK,  
EASTLAND, T. KAS.

FRONT NO. I  
IMPRINT NONE

COLOR DESCRIPTION SEE

REMARKS

BUILDINGS

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

ADV

SIGN HERE



BLUE PRINT O. K.  
APR 11 1930

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS.  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE CORRECT AND PROCEED WITH THE  
WORK.  
GENTLEMEN:-  
PER ATTACHED  
OF YOUR TOTAL

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

BEATY DRUG CO., EASTLAND, TEXAS.		NO. D-709
DATE <del>3-4-1930</del> 4-2-1930		ORDER NO. 45087
1 M ARTGRAVURE BROWN		WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE	UPPER RIGHT BORDER	FRONT NO. I
TITLE (IN FULL)	EXCHANGE NATIONAL BANK, EASTLAND, TEXAS.	IMPRINT NOTE
COLOR DESCRIPTION	SEE	REMARKS
BUILDINGS	TAKE OUT CHIMNEY	
ROOF		
TRIMMINGS		
PHOTO PROPERTY OF C. T. & CO.-CUSTOMER		
LV		ADV
SIGN HERE		

10

16

2 1/2



BLUE PRINT O. K. *Mod*  
APR 11 1930

WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE YOUR ORDER AS SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS, ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE, IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

GENTLEMEN: PERMANENTLY ATTACHED TO YOUR ORDER IS A PHOTOGRAPH OF YOUR BUILDING, ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE, IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

YOUR ORDER AS MEMORANDUM  
VERY TRULY  
YOURS,  
CURTIS LEITCH & COMPANY INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

BEATY DRUG CO.,  
EASTLAND, TEXAS.

NO. D-710

ORDER NO. 45087

DATE 4-2-1930

1 M

ARTGRAVURE BROWN

WHITE BORDER

PLACE OF TITLE

UPPER RIGHT BORDER

FRONT NO. 1

TITLE (IN FULL)

METHODIST CHURCH, EASTLAND, TEXAS.

IMPRINT NONE

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

SIGN HERE

ADV



BLUE PRINT O. K.  
APR 11 1930

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH AND CLOSURE.  
IT IS ABSOLUTELY NECESSARY THAT YOU  
RETURN THIS SHEET WITH YOUR SIGNATURE  
IN SIX DAYS WE WILL CONSIDER THIS  
INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

YOUR ORDER AS  
MEMORANDUM

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

BEATY DRUG CO.,  
EASTLAND, TEXAS.

NO. D-711

ORDER NO. 45087

DATE 4-2-1930

12 M

ARTGRAVURE BROWN

WHITE BORDER

PLACE OF TITLE UPPER RIGHT BORDER  
TITLE (IN FULL) BAPTIST CHURCH, EASTLAND,  
TEXAS.

FRONT NO I  
IMPRINT NONE

COLOR DESCRIPTION SEE

BUILDINGS

ROOF

TRIMMINGS

REMARKS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

SIGN HERE

ADV

10-3

TYPE in Here



BLUE PRINT O. K. APR 7 1930

get out  
April 4  
1 A.M.

Blue Print  
Red ink

WANTED  
RETOUCHED FOTO  
BLACK & W. PROOF  
HARD COLORED PROOF  
SUBMIT TO OFFICE

YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
GENTLEMEN:-  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY  
ETC., AND RETURN  
IN SIX DAYS WE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

GRAND TRUNK RAILWAY SYSTEM,		NO. D-712
DATE 4-1-1930		ORDER NO. 45060
1 M 500 ARCHAVU E-BROWN WHITE BO D R (ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE TITLE (IN FULL)	AS PER LAYOUT MR. _____	FRONT NO IMPRINT NONE C.T. (IN LOWER RIGHT, SMALL TYPE)
COLOR DESCRIPTION	SEE	REMARKS
BUILDINGS	RETOUCH UP SIGN ON	COAL TENDER.
ROOF		
TRIMMINGS		
PHOTO PROPERTY OF C. T. & Co.-CUSTOMER		
LV	SIGN HERE _____	
		X ADV



BLUE PRINT O.K. *W. J.*  
APR 18 1930

5

WE ACKNOWLEDGE WITH THANKS AND ACCEPT YOUR ORDER AS SPECIFICATIONS AND CONDITIONS ON THE MEMORANDUM ORDER HEREWITH ENCLOSED. THESE TITLES AND COLOR DESCRIPTIONS, IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS, ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE, IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

GENTLEMEN:-  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY  
ETC., AND RETURN  
IN SIX DAYS WE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

HOTEL ST. REGIS, NEW YORK CITY, N.Y.		NO. D-713
DATE 4-2-1930		ORDER NO. 45062
12 M 500 ARTGRAVURE-BROWN WHITE BORDER <small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>
PLACE OF TITLE TITLE (IN FULL) REGIS - NEW YORK	LOWER CENTER BORDER THE SEAGLADE HOTEL ST. REGIS - NEW YORK	FRONT NO. 5 IMPRINT ARTGRAVURE BY ALFRED ROBBINS-N.Y.
COLOR DESCRIPTION BUILDINGS ROOF TRIMMINGS	SEE INSTRUCTIONS AS PER COPY ENCLOSED IN ENVELOPE.	REMARKS
PHOTO PROPERTY OF C. T. & CO.-CUSTOMER		
LV	SIGN HERE <i>1A-H17</i> x ADV	

*Photo by Mr. Hurst for Traynor*  
*9-29-30*

**WANTED**  
DETACHED FOTO  
BLACK & W. PHOTO  
HAND COLORED PHOTO  
SUBMIT TO OFFICE

19-12



BLUE PRINT O. K. *W. J.*  
APR 18 1930

YOUR ORDER AS  
AND CONDITIONS ON THE  
YOU CANNOT RETURN  
IF THESE TITLES AND COLOR DESCRIPTIONS  
IF SIGNATURE AFFIXED AT ONCE, IF NOT RETURNED  
INFORMATION CORRECT AND PROCEED WITH THE  
ERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

HOTEL ST. REGIS, NEW YORK CITY, N.Y.		NO. D-714
DATE 4-2-1930		ORDER NO. 45062
12 M 500		ARTGRAVURE-BROWN WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE	LOWER CENTER BORDER	FRONT No 5
TITLE (IN FULL)	THE OAK ROOM HOTEL ST. REGIS - NEW YORK.	IMPRINT ARTGRAVURE BY ALFRED ROBBINS- N.Y.
COLOR DESCRIPTION	SEE	REMARKS
INSTRUCTIONS AS PER COPY ENCLOSED IN ENVELOPE.		
PROPERTY OF C. T. & Co.-CUSTOMER		
SIGN HERE		X ADV

INSTRUCTIONS.

The Oak Room, St. Regis Hotel, N.Y.

Remove the shadows thrown by chandelier on upper wall.  
Remove ventilator just above woodwork on wall, which  
shows just below the main lighting fixtures. Spot  
up the palms and floral decorations seen through the  
arch at the right and strengthen the lines of the arch.  
Remove table cloth which shows under chairs as bright  
white spots, some under chair near the right arch and  
some at extreme lower left. Strengthen the lines of the  
arch at the left and put a little detail in the woodwork  
in the room which shows through that arch. Strengthen  
the wood paneling directly under enter lighting fixture,  
where the detail seems lost in shadows.

ADVERTISING DEPT

WANTED  
RETIRED PHOTO  
BLACK & W. PHOTO  
COLOR PROOF  
SUBMIT TO OFFICE

*Blue Print*

X



BLUE PRINT O. K. *Wacker*  
APR 24 1930

WE ACKNOWLEDGE WITH THANKS AND ACCEPT THE SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH. WE AGREE TO FURNISH IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS, ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

YOUR ORDER AS MEMORANDUM

VERY TRULY YOURS,  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

LEO BLOOMBERG, CHICAGO, ILL.		NO. 0-715
DATE 4-8-1930		ORDER NO. 45170
12 M 500		ARTGRAVURE-GREEN WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE LOWER CENTER BORDER	FRONT NO 5	
TITLE (IN FULL) HOTEL WACKER, ONE ELEVEN WEST HURON STREET, CHICAGO.	IMPRINT C.T.	
		R.M.
COLOR DESCRIPTION SEE	REMARKS	
BUILDINGS USE PHOTO NO. 113566		
ROOF SEE B & W proof		
TRIMMINGS in retouching instructions.		
PHOTO PROPERTY OF C. T. & Co.—CUSTOMER		
LV		
SIGN HERE		
X ADV		

*Blue Print*

WANTED  
RETACHED FOTO  
BLACK & W. PROOF  
WAS COLORED PROOF  
SUBMIT TO OFFICE

~18



BLUE PRINT O. K. *HO*  
APR 22 1930

GENTLEMEN: WE ACKNOWLEDGE WITH THANKS AND ACCEPT SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREIN ENCLOSED. IT IS ABSOLUTELY NECESSARY THAT YOUR SIGNATURE BE AFFIXED TO THIS SHEET WITHIN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

YOUR ORDER AS MEMORANDUM

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

MURRAY WOLBACH,  
CHICAGO, ILL.

NO. D-716

ORDER NO. 45174

DATE 4-7-1930

2 M

ARTGRAVURE-BROWN

WHITE BORDER

PLACE OF TITLE LOWER CENTER BORDER  
TITLE (IN FULL) "DIANA COURT" INSIDE  
OF MICHIGAN SQUARE SHOWING ONE OF  
CHICAGO'S MOST BEAUTIFUL INTERIORS.

FRONT NO 5  
IMPRINT C.T.

COLOR DESCRIPTION SEE  
BUILDINGS  
ROOF  
TRIMMINGS

REMARKS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

SIGN HERE

X ADV

WANTED  
DETACHED FOTO  
BLACK & W. PROOF  
HIND COLORED PROOF  
SUBMIT TO OFFICE



BLUE PRINT O. K.

APR 22 1930

YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWIT ENCLOSED.  
GENTLEMEN-  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

MURRAY WOLBACH,  
CHICAGO, ILL.

DATE 4-7-1930

2 M

ARTGRAVURE-BROWN WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE LOWER CENTER BORDER

FRONT NO. 5

TITLE (IN FULL) "MICHIGAN SQUARE", CHICAGO.

IMPRINT

C.T.

- MASSIVE AND BEAUTIFUL -

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

ROOF

TRIMMINGS

WORDING MICHIGAN SQUARE NOT TO APPEAR ON BLDG.

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

SIGN HERE

X ADV

WANTED

RECEIVED  
BLACK & WHITE  
HAND COLORED PROOF  
SUBMIT TO OFFICE

4-12



BLUE PRINT O. K.

MAY 9 1930

*HS*

*Mr. Bennett*

YOUR ORDER AS  
MEMORANDUM  
WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
GENTLEMEN: PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

H. P. HOOD & SONS, INC.,  
BOSTON, MASS.

NO. D-718

ORDER NO. 45173

DATE 4-7-1930

12 M 500 DIE-CUT BLOTTERS SIZE 6 1-4 X 3 1-2" DIE CUT TO SIZE

(ALL OF THIS ON THE PICTURE SIDE)

6 X 3 1-2"

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE AS PER LAYOUT

FRONT NO.

TITLE (IN FULL) I WOULD APPRECIATE THE

IMPRINT NONE D-718

OPPORTUNITY TO SERVE YOU EACH MORNING.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

COLORS & INSTRUCTIONS AS PER SKETCH & SAMPLE BLOTTER

ENCLOSED IN ENVELOPE.

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

SIGN HERE

ADV

*on Gripper & Sideguide*

*Sideguide*

*Gripper*

WANTED  
ETCHED FOTO .....  
BLACK & W. PROOF .....  
HAND COLORED PROOF .....  
SUBMIT TO OFFICE

19



BLUE PRINT O. K.  
APR 10 1930

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
Etc., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE, IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

YOUR ORDER AS  
MEMORANDUM

VERY TRULY YOURS,  
CURT LEITCH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

S.H. KRESS & CO.,  
NEW YORK, N.Y.

NO. 8-719

ORDER NO. 45202

DATE 4-8-1930

8 5<sup>M</sup>

ARTGRAVURE-BROWN

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE LOWER LEFT  
TITLE (IN FULL) THE PIONEER WOMAN,  
PONCA CITY, OKLA.

FRONT NO. 1

IMPRINT

NONE

*no R. M.*

COLOR DESCRIPTION

SEE

BUILDINGS

ROOF

TRIMMINGS

REMARKS

PHOTO PROPERTY OF C. T. & Co.-CUSTOMER

LV

SIGN HERE

ADV

*Photo used in  
1619-30*



WE ACKNOWLEDGE WITH THANKS AND ACCEPT YOUR ORDER AS SPECIFICATIONS AND CONDITIONS ON THE MEMORANDUM ATTACHED TO YOUR ORDER. IT IS ABSOLUTELY NECESSARY THAT YOU KNOW THESE TITLES AND COLOR DESCRIPTIONS, ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE, IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

HOTEL REGENT,  
SAN FRANCISCO, CALIF.

NO. **9-720**

ORDER NO. **45209**

DATE

**4-6-1930**

**6 M**

**GROUP (2)**

**ART GRAVURE-BLUE**

**WHITE BORDER**

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE

**AS PER LAYOUT**

FRONT NO. **5**

TITLE (IN FULL)

**HOTEL REGENT 562 SUTTER  
ST.**

IMPRINT

**C.T.**

**(ETC. AS PER LAYOUT)**

**R.M.**

**SUB TITLES - LOBBY DINING ROOM.**

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

**USE SAME PHOTOS AS USED ON D-398**

ROOF

TRIMMINGS

*return  
photos*

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

**LV**

SIGN HERE

**X ADV**

**WANTED**

**RETACHED FOTO**

**BLACK & W. PROOF**

**HAVE COLORED PROOF**

**SUBMIT TO OFFICE**

12



D-721

Large Photo  
Extra Large

~~12-29~~

221

113  
197



BLUE PRINT O. K. *Wg.*  
JUN 5 1930

YOUR ORDER AS  
MEMORANDUM  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS  
RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS  
RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY WESLEY ANDREWS, INC.,  
BAKER, ORE.

NO. D-721

ORDER NO. 45222

DATE 4-8-1930

17 1/2 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE		FRONT NO.	
TITLE (IN FULL)	SOUVENIR FOLDER PENDLETON OREGON THE ROUND-UP CITY THE PENDLETON ROUND-UP - GRAND MARCH AT RIGHT - LET 'ER BUCK.	IMPRINT	SAME AS ABOVE  R.M.
COLOR DESCRIPTION	SEE	REMARKS	
BUILDINGS	USE NEW PHOTOS. THE LARGE VIEW TO GO ACROSS BOTTOM WITH		
ROOF	TRAIL MARKER AT LEFT. LET 'ER BUCK AT XXXX RIGHT. THIS TO APPEAR		
TRIMMINGS	AS LARGE & SHOWY AS POSSIBLE & THE HORSE & RIDER WOULD LOOK BETTER IN THE OPEN SILHOUTTE INSTEAD OF BORDERED & CAN SET DOWN INTO THE PANORAMA VIEW. THE TITLE WORDS ROUND-UP TO PREDOMINATE LARGER. AS PER CUSTOMER'S DUMMY.		

WESLEY ANDREWS, INC.,  
BAKER, ORE.

NO. D-721

ORDER NO. 45222

DATE 4-8-1930

17 1/2 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE		FRONT NO.	
TITLE (IN FULL)	OUT WHERE THE WEST BEGINS. (VERSE) SUB-TITLES -AS PER CUSTOMERS DUMMY.	IMPRINT	MADE INXXBY BY CURT TEICH & CO., CHICAGO, U.S.A.  R.M.
COLOR DESCRIPTION	SEE	REMARKS	
BUILDINGS	USE NEW PHOTOS & FOLLOW CUSTOMER'S DUMMY FOR LOCATION		
ROOF	OF VIEWS & TITLES. MAKE REPRODUCTIONS OF BRONCHOS AS		
TRIMMINGS	LARGE AS CAN BE UNIFORM.		

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

ADV

SIGN HERE



MAY 7 1930  
BLUE PRINT O. K. *WOB*

WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE THE SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS. RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

GENTLEMEN:-  
PER ATTACHED  
OF YOUR  
IT IS ABSOLUTELY  
ETC., AND RETURN  
IN SIX DAYS WE  
WORK.

WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE THE SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS. RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE. IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY UNITED ART COMPANY,  
BOSTON, MASS.

D-722

ORDER NO. 45230

DATE 4-8-1930

24 M LARGE FOLDER COVERS

FRONT

PLACE OF TITLE

TITLE (IN FULL)

SOUVENIR FOLDER OF  
BOSTON, MASSACHUSETTS.  
STATE HOUSE.

FRONT NO.

IMPRINT

SAME AS ABOVE

TAKE OFF IMPRINT AFTER 12M ARE  
RUN.

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

ROOF

TRIMMINGS

USE NEW PHOTO. CENTER SECTION IS RED, SEE CARD NO. 94671  
ATTACHED FOR INSTRUCTIONS.  
MAKE ACROSS ENTIRE FRONT. CUT OFF AT BOTTOM FOR FOLDER  
ACROSS ENTIRE FRONT OF FOLDER. SHOW BEACON STREET FRONT  
OF BLDG. MAKE IT VERY ATTRACTIVE.

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

UNITED ART COMPANY,  
BOSTON, MASS.

NO. D-722

ORDER NO. 45230

DATE 4-9-1930

24 M LARGE FOLDER COVERS

BACK

PLACE OF TITLE

TITLE (IN FULL)

YOU DON'T KNOW BEANS  
UNTIL YOU COME TO BOSTON.  
SUB TITLES -CHRISTIAN SCIENCE CHURCH  
WEST BOSTON BRIDGE, CHARLES RIVER BASIN.  
CITY HALL. PUBLIC LIBRARY.

FRONT NO.

IMPRINT

MADE BY CURT TEICH & CO.,  
CHICAGO, U.S.A.

R.M.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

ROOF

TRIMMINGS

USE PHOTO NO. 62039.

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

SIGN HERE

ADV

COMPLETED



BLUE PRINT O. K. *with correction*  
MAY 12 1930 *mg*

WE ACKNOWLEDGE WITH THANKS AND ACCEPT  
SPECIFICATIONS AND CONDITIONS ON THE  
ORDER HEREWITH ENCLOSED.  
IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS,  
ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE, IF NOT RETURNED  
IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE  
WORK.

YOUR ORDER AS  
MEMORANDUM  
GENTLEMEN  
PER ATTACHED  
OF YOUR TOTAL  
IT IS ABSOLUTELY  
ETC., AND RETURN  
IN SIX DAYS WE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY I. ROBBINS & SON,  
PITTSBURGH, PA.

NO. D-723

ORDER NO. 45251

DATE 4-9-1930

24 M LARGE FOLDER COVERS.

FRONT

PLACE OF TITLE

TITLE (IN FULL) SOUVENIR OF THE LINCOLN HIGHWAY  
PITTSBURGH TO PHILADELPHIA  
OLD HISTORIC SHOT FACTORY ON LINCOLN  
HIGHWAY EAST SIDE OF ALLEGHANY MOUNTAINS.

FRONT NO.

IMPRINT SAME AS ABOVE

NO C.T.MARKS.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS USE PHOTO NO. 103363. MAKE IT MORE ATTRACTIVE THAN ON LAST FOLDER COVER.

ROOF

TRIMMINGS

PUT CLOUDS IN SKY.

I. ROBBINS & SON,  
PITTSBURGH, PA.

NO. D-723

ORDER NO. 45251

DATE 4-9-1930

24 M LARGE FOLDER COVER

BACK

PLACE OF TITLE

TITLE (IN FULL) U.S. DIRIGIBLE "LOS ANGELES" PASSING  
OVER SCRUB RIDGE SUMMIT ON LINCOLN  
HIGHWAY WEST OF MC CONNELLSBURG, PA.

FRONT NO.

IMPRINT NONE

NO C.T.MARKS.

ROBBINS TRADEMARK ON FLAP OF COVER.

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

ROOF

TRIMMINGS

USE PHOTO NO. 1625-30.

*Put clouds in sky*

PHOTO PROPERTY OF C. T. & CO.-CUSTOMER

LV

SIGN HERE

ADV

COMPLETED



BLUE PRINT O.K. *Wg*  
MAY 5 1930

WE ACKNOWLEDGE WITH THANKS AND ACCEPTANCE YOUR ORDER AS SPECIFIED HEREIN, AND CONDITIONS ON THE ORDER HEREBY INCLOSED. IT IS ABSOLUTELY NECESSARY THAT YOU SIGNATURE BE ADDED AT ONCE, IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

PUBLISHED BY A.B. WYCKOFF,  
STROUDSBURG, PA.

NO. D-724  
ORDER NO. 45272

DATE 4-10-1930	
12 M 500	ARTGRAVURE-GREEN WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)	
PLACE OF TITLE LOWER CENTER BORDER	FRONT No. 5
TITLE (IN FULL) INDIAN QUEEN HOTEL.	IMPRINT SAME AS ABOVE
	R.M.
COLOR DESCRIPTION SEE	REMARKS
BUILDINGS	
ROOF	
TRIMMINGS	
PHOTO PROPERTY OF C. T. & CO.—CUSTOMER	
LV	SIGN HERE _____ X ADV

FILE

*Blue Print*

WANTED  
DETACHED FOTO  
BLACK & W. PROOF  
HAND COLORED PROOF  
SUBMIT TO OFFICE



BLUE PRINT O. K.  
APR 30 1930

WE ACKNOWLEDGE WITH THANKS AND ACCEPT YOUR ORDER AS SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. IT IS ABSOLUTELY NECESSARY THAT YOU O. K. THESE TITLES AND COLOR DESCRIPTIONS, ETC. AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE, IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

GENTLEMEN:-  
PER ATTACHED  
OF OUR TOTAL  
IT IS ABSOLUTELY  
ETC. AND RETURN  
IN SIX DAYS WE  
WORK.

VERY TRULY  
CURT TEICH & COMPANY INC.  
1735-1755 IRVING PARK BLVD. CHICAGO, ILL.

BARNESVILLE NEWS AGENCY,  
BARNESVILLE, OHIO

NO. D-725

ORDER NO. 45227

DATE 4-10-1930

I M

ARTGRAVURE-GREEN

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER RIGHT BORDER  
TITLE (IN FULL) BIRD'S-EYE VIEW OF  
BARNESVILLE, OHIO FROM STATE ROUTE  
NO. 8

FRONT NO. 1  
IMPRINT NONE

COLOR DESCRIPTION SEE  
ON LEFT 1-2-3 LIGHT GRAY, REAR LARGE BLDGS.  
BUILDINGS REAR LARGE BLDGS. ON CENTER &  
ROOF DARK RED BRICK ROAD.  
TRIMMINGS

REMARKS  
BLDGS. RED, OTHERS RED, GRAY & BUFF  
RIGHT RED & BUFF.

PHOTO PROPERTY OF C. T. & Co.-CUSTOMER

LV

SIGN HERE

ADV

*Photo by  
Mr. Teich 6/5/30*

FILE



BLUE PRINT O. K. *mg*  
APR 11 1930

WE ACKNOWLEDGE WITH THANKS AND ACCEPT YOUR ORDER AS SPECIFICATIONS AND CONDITIONS ON THE ORDER HEREWITH ENCLOSED. THESE TITLES AND COLOR DESCRIPTIONS, ETC., AND RETURN THIS SHEET WITH YOUR SIGNATURE AFFIXED AT ONCE, IF NOT RETURNED IN SIX DAYS WE WILL CONSIDER THIS INFORMATION CORRECT AND PROCEED WITH THE WORK.

VERY TRULY  
YOURS,  
C. T. & CO. INC.  
1735-1735 IRVING PARK BLVD. CHICAGO, ILL.

BARNESVILLE NEWS AGENCY,  
BARNESVILLE, OHIO.

NO. XX D-726

ORDER NO. 45277

DATE 4-10-1930

I M

ARTGRAVURE-GREEN

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER RIGHT BORDER  
TITLE (IN FULL) STATE ROUTE NO. 8 LEAVING  
BARNESVILLE, OHIO.

FRONT NO. 1  
IMPRINT NONE

COLOR DESCRIPTION

SEE

REMARKS

BUILDINGS

DARK RED BRICK ROAD, WHITE FENCE. BLDG. WHITE, RED ROOF, GRAY  
STEPS. GREEN HEDGE & TERRACED LAWN.  
SHOW FOLIAGE ON TREES.

ROOF

TRIMMINGS

PHOTO PROPERTY OF C. T. & CO.—CUSTOMER

LV

SIGN HERE

ADV

FILE